DOCUMENT RESUME

ED 304 574 CE 052 109

TITLE	Promotion Begins with PR. A Public Relations Guide.
INSTITUTION	Maine Association of Vocational Administrators.
PUB DATE	88
NOTE	73p.
AVAILABLE FROM	Vocational Curriculum Resource Center of Maine, Kennebec Valley Vocational Technical Institute, P.O. Box 29, Fairfield, ME 04937-0029.
PUB TYPE	Guides - Non-Classroom Use (055)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	Guidelines; Postsecondary Education; *Program Development; *Publicity; *Public Relations; School Community Relationship; School Publications; Secondary Education; *Statewide Planning; *Vocational Education
IDENTIFIERS	*Maine

ABSTRACT

This manual was developed to help vocational teachers and administrators in Maine to promote vocational education using a variety of techniques and media. Practical guidelines are offered for: (1) developing a plan for promotion and public relations; (2) compiling the facts; (3) developing media relations; (4) using printed and broadcast communications; (5) writing press releases; (6) developing public service announcements; (7) using clip art; (8) taking pictures for publication; (9) producing a video; (10) compiling effective newsletters; (11) producing yearbooks and supplements; (12) writing handbooks for teachers, students, and parents; and (13) other public relations techniques and guidelines. An advertising, marketing, and communications directory for the state of Maine is included in an appendix to the guide. (KC)

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A PUBLIC RELATIONS GUIDE PREPARED BY

Department of Educational and Cultural Services

Bureau of Adult and Secondary Vocational Education

and the

Maine Association of Vocational Administrators

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Printed under appropriation 1220.1161.

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PREFACE

This guide, entitled, "PROMOTION Begins With PR", has been developed by the Bureau of Adult & Secondary Vocational Education in the Department of Educational & Cultural Services, and the Maine Association of Vocational Administrators. I thank the committee and appreciate the development of this publication as an important guide to public relations.

I hope this publication is useful to you in your efforts to promote programs and activities locally or throughout the State. Positive and effective communication is becoming more and more a crucial component as we encourage and gather broad-based support for the education of Maine citizens.

Eve M. Bither
Commissioner
Department of Educational and Cultural Services

ACKNOWLEDGMENTS

We would like to thank the following individuals who were instrumental in the development of this manual:

Rosie Schacht, Business Education Consultant
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Augusta, Maine

Iver Carlsen, Director
Vocational Region 10
Brunswick, Maine

Frederick St. Cyr, Regional Director
Sanford Regional Vocational Center
Sanford, Maine

Sue N. Donar, Resource Director
Vocational Resource Center of Maine
Fairfield, Maine

Thanks goes to the Division of Vocational Education in the New Jersey Department of Education whose format we borrowed.

Special thanks to Maine Enterprise, a Forum for Maine Business, for permitting us to reproduce their Creative Marketing and Communications Directory. (Maine Enterprise Magazine, August, '87)

INTRODUCTION

This manual has been developed to provide practical guidelines for promoting Vocational Education utilizing a variety of media and techniques readily available.

Its content, however, is designed to be used by anyone desiring to promote most facets of education, public and private, and may be duplicated and revised to meet specific needs.

The following pages contain information on:

- Developing a Plan for Promotion and Public Relations
- Compiling your Facts
- Developing Media Relations
- Utilizing Printed and Broadcast Communications
- Writing Press Releases
- Developing Public Service Announcements
- Using Clip Art
- Taking Pictures for Publication
- Producing your own Video
- Compiling Effective Newsletters
- Producing Yearbooks and Supplements
- Writing Handbooks for Teachers, Students and Parents
- Many More Public Relations Techniques and Guidelines

Take the opportunity to follow the tips and suggestions and begin promoting Vocational Education and its professional image. Remember, promotion begins with "P" "R".

DEVELOPING A PROMOTIONAL PLAN

The success of any public relations campaign depends on the degree of planning and the completeness of a plan. Such a plan will:

- o provide step-by-step guidelines and specify tangible communication-awareness goals;
- o help prevent unnecessary duplication of activities and the wasting of limited funds and time; and
- o force you into considering details and alternatives which otherwise might not be considered.

An effective overall plan contains five basic steps: Goals, Audiences, Activities, Action, and Evaluation.

I GOALS: What do you want to accomplish?

- o Promote an upcoming activity
- o Promote a successful completed activity
- o Promote your students
- o Promote your program(s)
- o Increase enrollment
- o Increase public awareness

II AUDIENCES: Who are you trying to reach?

- o Students
- o Educators
- o Administrators
- o Community
- o Business and Industry
- o Parents
- o General Public

III ACTIVITIES: How should you reach these people to attain your goals?

- o Press/news releases
- o PSA's (Public Service Announcements)
- o Outside speakers
- o Advertisements
- o Tours and visitations

IV ACTION: How will you execute these activities?

- o What message are you trying to convey?
- o When should it be done? Time line?
- o Who is going to do it?

V EVALUATION: Did your plan work?

- o How are you going to know if your plan worked?
- o How much feedback did you receive?
- o What are your future plans?
- o How could you improve your plan for subsequent activities?

After a general consideration of a plan, outline the specific activities for each goal on a form similar to the one on the following page. Keep it simple and flexible.

Remember that the key ingredient to sound organization publicity is to get as much recognition through public relations as possible without having to pay for it! When developing your promotional plan, consider creative ways of maximizing your dollars and, at the same time, minimizing the amount of time required to carry out your plan.

The use of press releases and public service announcements are probably the popular examples of saving time and dollars.

PROMOTIONAL PLAN

ACTIVITY: _____

DATE OF ACTIVITY: _____

TIME: _____ LOCATION: _____

CHAIRPERSON: _____

Committee Members: _____

_____

_____

GOAL: _____

_____

AUDIENCE/PUBLIC: _____

_____

TYPE OF PUBLICITY ACTIVITY:

Radio/TV _____

Newspapers _____

_____

Other _____

_____

Bulletin Boards _____

Newsletters _____

Flyers _____

Posters _____

Special mailing _____

SPECIFIC DETAILS: (Deadline date, specific activities, expenses)

_____

_____

_____

KNOW YOUR FACTS

It is virtually impossible to conduct a sound public relations effort without first compiling as much information as is available.

The following pages have basic facts about Vocational Education in Maine which can be incorporated into just about any type of information distributed to the media. Add to these facts a collection of local information and use this as an additional resource.

Take the time to develop a local fact sheet, similar to the following Maine State Secondary Vocational fact sheet. Include recent news releases, public service announcements and other informative materials disseminated to the public. Make this information available to civic groups, your local Chamber of Commerce, local Governmental officials, etc.

Your fact sheet and supplemental information can also be a part of a Media Kit. A media kit is a packet of information designed to familiarize the media, as well as many other publics with whom you come in contact.

A media kit might include:

- o the Maine vocational education fact sheet
- o your local vocational education fact sheet
- o school and/or specific program brochures
- o exciting current news releases
- o samples of newsletters
- o photographs (if available, but not necessary)
- o newsletter samples

FACT SHEET
MAINE SECONDARY VOCATIONAL EDUCATION

WHAT IS MAINE VOCATIONAL EDUCATION?

Vocational education is an integral component of the secondary school curriculum and should be accessible to all students. The vocational curriculum supports and reinforces high school academics, recognizing that the acquisition of academic skills is essential to the development of sound vocational skills.

Vocational education in Maine consists of programs developed to create or improve job-related skills as a part of the secondary school curriculum. These educational programs are directly related to the preparation of individuals for paid or unpaid employment in such fields as agriculture, business occupations, home economics, health occupations, marketing and distributive occupations, technical and emerging occupations, modern industrial and agricultural arts, and trade and industrial occupations.

The mission and goals for secondary vocational education in Maine are as follows:

1. To meet society's need for skilled labor.
2. To increase educational and career options available to each student.
3. To provide a competency-based method of instruction to assure the acquisition of employment-related skills and knowledge identified by practitioners.
4. To apply the fundamentals of written and verbal communication, computational proficiency, and other related academic skills as an integral part of occupational instruction.
5. To provide instruction which encourages and supports students in acquiring knowledge, skills, and attitudes which includes career decision making, life employment, and further educational training.

HOW DOES VOCATIONAL EDUCATION SERVE MAINE STUDENTS?

Vocational education in Maine is available to 11th and 12th grade students and serves to prepare them to take advantage of a variety of options that will be open to them. Hands-on skills development, practical application of theory, and on-the-job training prepare students for initial employment or for additional, high level education.

WHAT IS THE STRUCTURE OF THE MAINE VOCATIONAL EDUCATION SETTING?

The twenty vocational centers (and their 31 satellites) and eight regions are authorized by the State Board of Education to offer vocational education at the secondary level. Vocational centers is a facility providing vocational education to secondary students which is governed by a single school administrative unit. This facility may serve students from other school administrative units, and may also operate satellite center facilities and programs. In general, centers are located in urban areas with relatively high population density.

Vocational regions are facilities serving all the school administrative units within a defined region, governed by a cooperative board. Vocational regions serve predominantly rural areas with relatively low population density.

Maine's vocational centers and regions offer over 35 different occupationally-specific skill training programs.

Students may attend the vocational centers or regions on a full-day or half-day basis depending on the practice of the school. Courses are offered primarily as a two-year program with some exceptions.

WHAT PROGRAMS ARE THERE TO ENHANCE THE EDUCATIONAL CURRICULUM?

Complementing vocational education programs are the vocational student organizations serving all occupational areas. These associations recognize that classroom experience alone is not sufficient to assure the development of competent, aggressive leadership for tomorrow's business and industry. They also serve as a mechanism for business/industry involvement in vocational education. They include: Distributive Education Clubs of America (DECA), Future Business Leaders of America-Phi Beta Lambda (FBLA-PBL), Future Farmers of America (FFA), Future Homemakers of America/Home Economics Related Occupations (FHA/HERO), Health Occupations Students of America (HOSA), and Vocational Industrial Clubs of America (VICA).

MEDIA RELATIONS

It is important that information and messages about the school system be disseminated. To achieve wide coverage, you need a basic understanding of the media system. A good relationship with members of the media is very important to a successful public relations campaign.

People involved with printed communications or broadcast communications are the "Media" people. By calling local newspapers, radio stations and television stations you can establish contacts with key staff people.

When calling newspapers make sure you introduce yourself, explain your role in promoting education and then ask for names of the key people. These people may include:

Education Editor
City Editor
Business Editor
Features Editor

When contacting television or radio stations, you need to talk to the person responsible for public service announcements or an advertising salesperson. Local cable television networks are viable public relations medium and should not be overlooked.

In addition to key contact people, you will need correct addresses and deadlines. Be sure to keep copies of all materials sent in your media file.

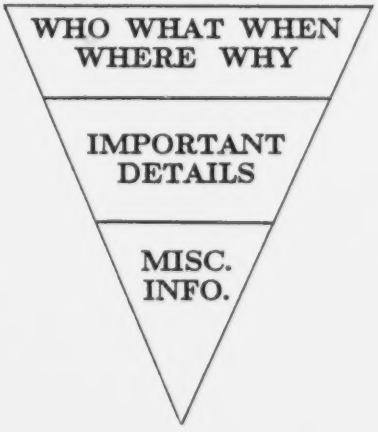
A complete list of Maine broadcasters and newspapers can be found in Appendix A.

NEWS RELEASES

A news release is the simplest and most direct way of getting a story into print. News releases should be prepared to conform to standard journalism practice. The first paragraph of a release should summarize the principal facts and answer these six basic questions:

WHO.... is involved?
WHAT.... is happening?
WHEN.... is the event taking place?
WHERE.... is the event occurring?
WHY.... is the event important?
HOW.... does this event affect vocational education?

Your news release should resemble an inverted pyramid in construction. The first paragraph should tell the essential story very briefly, and the succeeding paragraphs should amplify and elaborate, each giving greater detail and background.



News releases should be brief and factual. Additional information should be incorporated in a supplementary fact sheet so the rewrite editor may use it if he/she desires. A fact sheet is different from a news release in format and may be the preferred form if you don't have the time or available talent to create a strong narrative release.

Timing is important in releasing news to ensure maximum consideration by the press. Editors work toward deadlines and should have ample time to process news before publication.

Fact Sheets

Fact sheets are an excellent way to provide basic background information in a straightforward, easy-to-use format. It should be concise, sparse and uncluttered. A good fact sheet should include:

1. Name, address and phone number of school.
2. Date of event.
3. Place and time of event.
4. Names of sponsors and contact people.
5. Schedule of activities.

The following sample fact sheet will give you an idea of what information should be included.

SAMPLE ACTIVITY FACT SHEET

For more information contact: Lisa Taylor
Maine Vocational School
207-444-4444

VOCATIONAL SKILLFEST TO BE HELD

What: A "Skillfest" featuring demonstrations and project displays by vocational education students from the 11th and 12th grades

Where: Maine Vocational School Auditorium

When: Friday, April 15, 10 a.m. - 8 p.m.

Who Can Come: Anyone! Parents, children, students, business and community members, people who would like to enroll in vocational education. There is no admission charge.

Why: To better acquaint the people of the community with the kinds of vocational programs offered at Maine Vocational School and the skills learned by students in those programs.

Special Features: Demonstrations will include CAD Demonstration, blood pressure tests, plasma arc cutting, cake decorating, computer applications, bricklaying, and others.

Students will be bused to the Skillfest so they can learn more about vocational education opportunities.

Refreshments prepared by vocational homemaking students will be on sale. Child care will be provided by the child care students.

Door prizes created by industrial arts students will be given away on the hour.

Flower arranging will be demonstrated by horticulture students.

News Release Format

Building a good relationship with an editor is dependent on using good news format. But it is also dependent on ACCURACY and HONESTY. A good relationship with the newspapers and well-written releases can often lead to editors sending reporters out to develop a good feature story from your release.

1. Type the copy, double-spaced, on high-quality 8 1/2" x 11" paper. Use only one side of the paper. Copy must be clean, legible, and free of typographical errors.

2. Allow ample margins (1 1/2") for the editor to make notes.

3. Identify your institution in the upper left-hand corner of the first page. Give the date the release is sent, the name of the person to contact for further information, and the name, address, and telephone number of your institution.

4. Write a release date at the top of the page to indicate when the story can be published. If it can be published any time, write "For Immediate Release." In the body of the release, use specific dates rather than "yesterday" or "tomorrow."

5. The first paragraph should answer the basic questions: Who? What? When? Where? How? Why? Develop the story so the most important facts are given in the first paragraphs. Then go on with more information which is slightly less important. The editor can cut the story without losing any vital information.

6. Use simple, accurate words; avoid editorial comment and personal opinion. If the purpose of your story requires an expression of opinion, present it as a quotation. Obviously, you must have permission to use the person's name in this context.

7. When identifying someone, give the first name, middle initial, and last name, along with the person's title or position. Be accurate in spelling names.

8. Keep your sentences and paragraphs short. The release itself should also be brief -- one or two pages is usually enough. If it runs more than one page, write "more" at the bottom of each page except the final one. Identify and number each succeeding page at the top. On the last page, put "--30--" or "###" at the bottom.

9. Send an original typed copy, if possible, to each person. If your list is extensive, send a clean photocopy or mimeographed copy. Never send carbon copies; keep one only for your own records.

10. Never write two stories on the same page.

11. Send your release to only one person on the staff of each newspaper.

==========

SAMPLE NEWS RELEASE

==========

Contact: (Institution)
(Date)
(Publicity Chair or School Director/ Principal/Adviser)
(Address)
(Telephone Number)

FOR IMMEDIATE RELEASE

VOCATIONAL EDUCATION WEEK PLANS UNDERWAY

(City, date) - "Vocational Education: The Competitive Edge" has been announced as this year's theme for Maine's celebration of Vocational Education Week, February 8-12.

(Name, position, school), will serve as chairperson of the Voc. Ed. week celebration. (He/She) has been a member of the Maine Vocational Association and the American Vocational Association for the past 12 years.

Assisting (Chair) in planning and implementing activities for the week will be an eight-member committee. Committee members include (list names grouping by school or organization.)

Vocational Education Week is sponsored by the 47,000-member American Vocational Association, a professional membership association serving educators and administrators in all fields of vocational education including business, marketing, trade and industrial education, agriculture, home economics, health, and technical fields.

PUBLIC SERVICE ANNOUNCEMENTS

Public service announcements (PSA) and community calendar announcements offer access to the broadcast media. Both must be in the community interest and not full of commercialism.

PSAs are free time that stations are required by law to provide to non-profit organizations. But, you must remember that there is no guarantee that your organization's PSA will be chosen to be aired. Again, the success of the PSA lies in how well it is written.

The best PSAs are those that grab your attention and carry a specific message which continues to hold your attention. To accomplish this, some announcements begin with questions or thought-provoking statements. They introduce your topic and challenge the listener to get involved. Getting the listener involved and motivated to learn more about your topic is really the most important part of the announcement.

When preparing your PSA, remember to:

-- Keep the PSA to 10-, 20-, 30-, or 60-second time slots. The standard length is approximately 30 seconds in length depending on your station's requirements.

-- Submit your PSA triple spaced on one side of standard paper or pre-recorded service announcement, again depending on your station's requirements.

-- Use the same contact information as on the press releases but include the time it will take to read or play the release.

-- Specify dates for airing.

-- Keep the copy informational but conversational. The main purpose of the release is to gain interest.

-- Contact the right person at the station. This may be the program director, general manager, director of public service announcements, director of community affairs or marketing director.

-- Submit your PSA well in advance of the event to allow ample time for the station to program accordingly.

Community calendars will take announcements of upcoming events but are usually limited to time, date, location, title or kind of event, and its sponsor.

SAMPLE PUBLIC SERVICE ANNOUNCEMENT

(Writer's Name and Telephone Number)

(Dates to be Aired)

30 seconds

_____ words

Moving out of the classroom and into the working world isn't always smooth. But business, industry, labor and education working together can ease the transition. Will you help vocational education students at (name of school) learn more about employability skills?

Contact (school, address, and/or telephone).

Vocational education students need your experience to build for America's future.

ADVERTISING

When you pay for advertising, you know your message will be used. Because of the expense it should be planned out carefully.

To get your money's worth:

- o Allow a budgeted amount that will cover what you need to do.
- o Target your market. Be sure you know who you want to reach with your ads.
- o Choose a media that will be most effective in reaching your audience. Consider not only newspapers but also radio or T.V.
- o Have a schedule that fits your theme. For example, during recruitment efforts.
- o Don't overload ads with trivia. Get your messages across in brief, direct statements.
- o Better yet, turn the advertisement writing over to the pros at the paper or radio station.

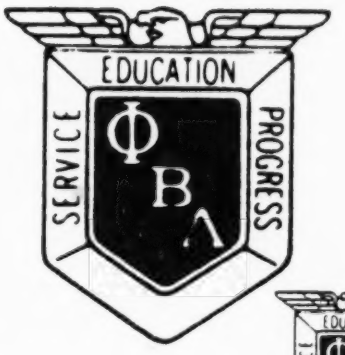
CLIP ART

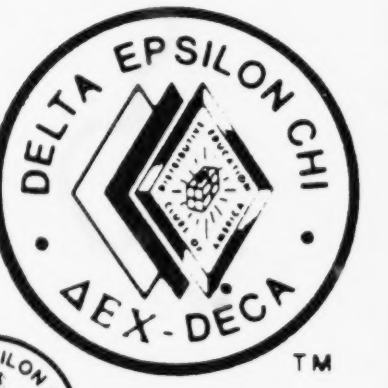
Producing materials that are visually attractive is an absolute necessity if you want people to look at it. The use of clip art can reinforce your organization or program by providing a visual symbol to which the public can identify.

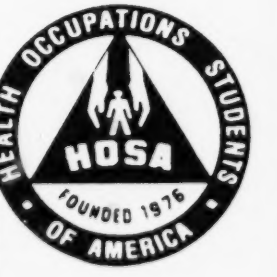
Clip art materials may include cutouts from commercial clip art publications, established logos, hand-drawn materials, emblems, etc. Remember that in order to have clip art reproduce sharp and crisp images, use solid black and white originals or clean, clear photocopies.

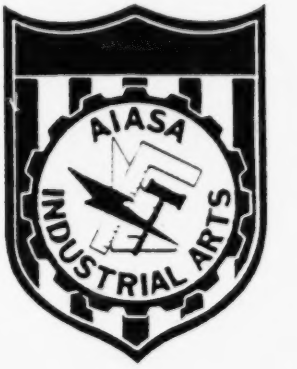
Examples of a variety of clip art are provided on the following pages and can be used effectively for promoting Vocational Education. These logos can be used on stationery, newsletters, invitations, press releases, advertisements, brochures; virtually anything that represents your public relations effort. There are no limits on how creative you can be using clip art.

Vocational Student Organization Art









PHOTOGRAPHY

Many pictures are needed for a good public relations campaign. A few guidelines to follow (still pictures):

- o Appoint one "good" photographer.
- o Black and white pictures should be used for publication, color pictures for scrapbooks.
- o Don't be stingy with film.
- o Keep content simple.
- o Avoid clutter.
- o Include information about picture when sending it to papers to print.
- o List a contact person for additional information on photos submitted to newspapers.

PRODUCING A VIDEO

There have been some excellent videos made about programs in Maine. Contact the Vocational Curriculum Resource Center of Maine for information on these videos.

If you are going to hire someone to produce your video, shop around. (Some resources are listed in the appendix.) Remember, you get what you pay for. Work with the people you hire to do this job. They are the experts, so listen to their ideas.

NEWSLETTERS

A regularly published newsletter containing interesting information about students and programs can be an effective method of communicating your vocational education story. Before rushing into print as a newsletter publisher, however, take time to do some planning so your publication will serve a worthwhile purpose.

Before you begin to write:

* Determine whom you want to reach with your message (students, parents, the media, educators, administrators).
* Know your audience so you can gear the message to their interests.
* Determine the size of your audience, so you will know how many copies of each issue to print.
* Know your budget and study the relation of costs to methods of printing and distribution.
* Decide what the basic content of the newsletter will be. (student and program success stories, vocational student organization accomplishments, general vocational education information).
* Create a general format for the newsletter (see suggested format page).
* Determine a publication schedule. (once per month, once per quarter, once per semester).

Plan a production schedule backwards, beginning with the date you want an issue to reach the readers. Leave time for distribution. Find out from your printer how much time is needed for the production and be sure to allow yourself time to read proofs.

Working backwards in this manner, you can easily set your own deadline for completing the copy and layout. Make your schedule realistic, considering your other job responsibilities, and stick to it. To build up a loyal following of readers, you must put out the newsletter on time. If your audience can depend on receiving the newsletter at regular intervals, they are far more likely to read it.

Here are some other basic steps to take:

1. Select a good name for the newsletter that will help establish its identity.

2. Determine whether it will be typeset or typed and how it will be printed.

3. Establish a copy deadline for receiving materials from those who wish to write for the newsletter. Be sure to budget enough time for typesetting or typing and printing or photocopying.

4. Find some key people in your school system who can help--journalism, English, art, photography, and business and office teachers can all be excellent resources.

5. Design a masthead or "flag" which includes your publication's name and can be used on every issue (usually, the only elements that must be changed on each new issue are the publication date and the issue number). You may choose to use a different color of ink on your masthead, in which case you can have a large quantity of the newsletter paper printed with the masthead on, ready for stories and photos to be added in another color of ink. Keep in mind, if you are using a commercial printer, that the two colors will add to the overall cost of your newsletter.

Include in every issue information about where the publisher (you or your institution) can be contacted if people wish to submit material. If you distribute your newsletter using a postal permit, the post office will specify how the notation will be worded and what information it will include.

What About Cost?

Each newsletter editor should know from the outset how much money with which he/she has to work. In determining the production costs of a newsletter, don't forget to figure indirect costs, such as staff time, as well as printing costs.

If your institution has a printing department, the printing costs may be minimal. If a commercial printer is out of the question, a very attractive newsletter can be produced on ordinary office reproduction equipment.

If you are having your newsletter typeset and printed professionally:

* be sure to get estimates from printers before sending them the material. Typesetting and printing can be expensive.

* send your penciled layouts, double-spaced stories with headlines, clip art and/or photographs to the printer and let them format the newsletter.

* select colors and paper with your printer before publication.

If you are typing the newsletter but having it professionally printed:

* format the newsletter completely. Type your stories in columns and cut and paste them on the pages.

* indicate the sizes of photos and where they should be put on the pages but attach them to the end of the newsletter. Your printer must make "halftones" from them and can alter their sizes to your specification before putting them on the pages.

* be sure to make the newsletter "camera ready." That means to do all the typing and layout (except for pictures). Be sure your type is dark and clear.

* on an extra photocopy, be sure to indicate what you want printed in a different color.

Also, be certain to include the cost of distributing the newsletter. If you wish to mail copies, check with your post office about meeting the requirements for a third-class bulk mail permit or second-class permit, which will save considerably on postage fees.

Writing and Photography

* Write your stories in basically the same style as you write your press releases. However, in your newsletter articles you may add more detail than in press releases.

* Be sure to verify all details for accuracy.

* Include action photos if you can. Caption each photo as you would if they were being sent to the media.

* Write simple and clear headlines for each story.

The Content

After you have taken these initial steps, you must capture and hold the reader's interest with each issue. Some possibilities for the content of your newsletter are:

1. Unusual projects by students.
2. Calendar of events.
3. Stories about programs.
4. Question-and-answer column.
5. Success stories.
6. Concerns of students, teachers, and administrators.
7. Student organization activities.
8. Cartoons and jokes.
9. Articles by teachers.
10. Recognition of teachers (perhaps a feature on a teacher periodically).
11. Stories giving recognition to individuals or businesses in the community who are contributing to the success of programs.
12. Stories about employers who hire graduates.
13. An editorial written by an administrator or the newsletter editor.
14. Photos to illustrate stories.
15. Analysis of local, state, or national statistics.
16. Summary of research findings.
17. Letters to the editor.
18. Employment opportunities column.

Don't take the attitude that your newsletter has to have only positive material in it. Throw out educational jargon; and if you use technical terms of a particular occupation, explain them. Write as if you are speaking. Even the most enticing layout will be useless if the reader becomes bored in the first few words. Try to get your basic thoughts in the first couple of sentences of the story. Make headlines lively to draw the reader into the story.

Design and Layout

Attractive design and layout can add interest and visual appeal to your newsletter. Keep in mind that the design and layout should help the reader grasp the content.

Place your "flag" with the name of your newsletter to be put on the top of the first page. Underneath the flag be sure to include the date of the issue.

In planning the design of your newsletter, observe proper proportions for page size and margins. Check with your printer for standard sizes, which will save in printing costs. You will find that dividing your newsletter into columns will make it easier to read.

Use color wisely. The addition of a second color of ink will add much to the look of your newsletter and will not add greatly to the expense. If you are on a limited budget, one color of ink printed on paper stock of a different color can give a two-color effect.

Ask your printer about screens--they can be used to produce different shades of the same color.

If your newsletter is to be typeset, your printer can help you select a readable body type with an appropriate headline type. If the newsletter is typed, remember that the typing element of many typewriters can be changed to achieve variety in the style of type.

Be creative in your design. Use clip art and ask about rub-off letters at your local art supplies store. Also, be sure to consult people on your staff or in your community who have produced newsletters before. They will have many suggestions for good style.

For headlines in a newsletter typed on office equipment, use several sizes of pressed type (available at office or art supply stores). This small investment will add a lot of variety to your newsletter.

Prepare a rough sketch of each page of the newsletter. Include photos or artwork in every issue. Nothing turns off readers like endless columns of type. When laying out your newsletter, put photos or artwork on first and then balance headlines and stories around them. Occasionally use borders around blocks of copy for visual relief. Short paragraphs help too. Boldface type can be used to highlight subheadings or other important elements in a story.

Captions and Photos

Make sure the caption gives all the information necessary to understanding the photo and identifies all the people--even if this information is repeated in an accompanying article. A reader who skims the newsletter may never get to the article. Captions are usually done in italics or boldface to set them apart from the body type.

Choose only high-quality photos to tell your story. You can often turn a mediocre picture into a great picture by cropping, which means altering the margins of the photo to enhance the central figure or to eliminate unnecessary or flawed parts of the photo.

You can often remove unwanted figures or clutter from the top, bottom, or edge of a photo by cropping. To indicate to a printer where you want a photo cropped, mark arrows with a grease pencil on the edge of the photo. Do not mark the face of the photo.

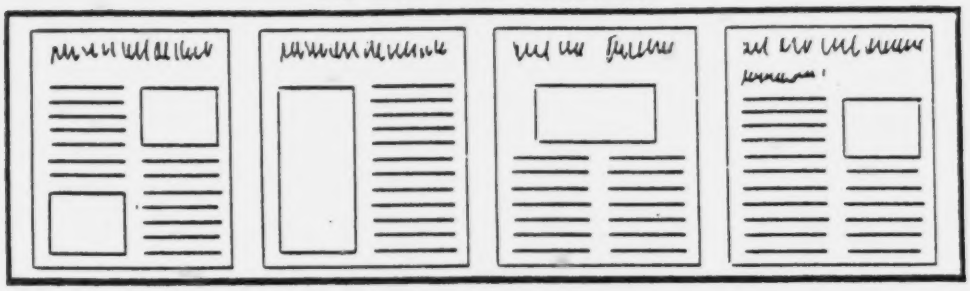
When you send a photo and copy to the printer, identify the items with the same key words you use on the layout so there will be no question which headline or photo belongs to a particular story.

Reminders About Newsletters

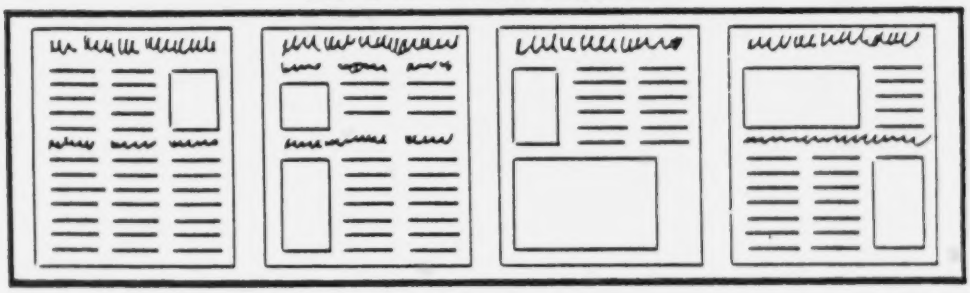
1. Be factual.
2. Edit carefully. Misspelled words can cause the reader to lose confidence in your publication.
3. Use names as much as possible.
4. Use stories in advance of important happenings. Don't get caught in the trap of only reporting things after they happen.
5. Emphasize the local angle of a state or national story.
6. Publicize employees or students who win recognition, receive awards, get appointments, etc.
7. Interview important people and get their views.
8. Vary the individuals that you ask for opinions or write about.
9. Be open to new views, but don't let your publication be a sounding board for a small faction.
10. Be objective; don't let personal opinions be reflected in your publication.
11. Be newsy, not gossipy.
12. Do read all copy before it goes to the printer to be certain that it is correct and in the style that conforms with your newsletter. Proofread it again after it is set in type so you won't be sorry when you pick up the finished product and notice errors.
13. Periodically, ask those who receive your newsletter if they read it and what they do or do not like about it.

SUGGESTED FORMATS
Columns and Pictures

8½" x 11" TWO COLUMNS



8½" x 11" THREE COLUMNS



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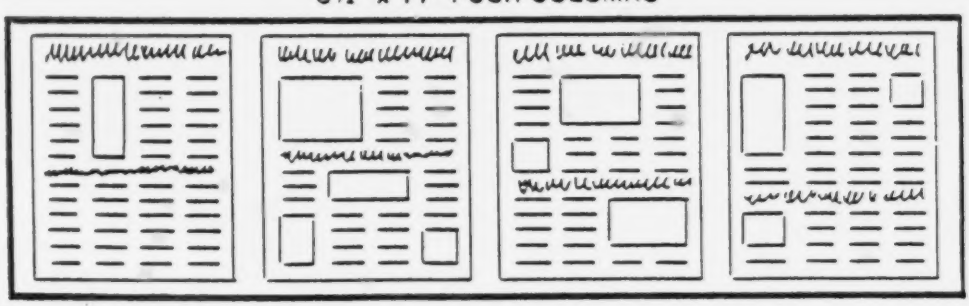
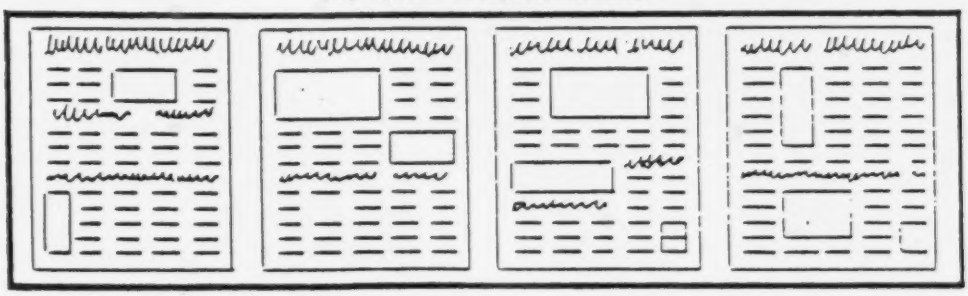


8½" x 11" FIVE COLUMNS



YEARBOOKS

There are three basic purposes of a yearbook--or functions performed by yearbooks.

First, the yearbook is a pictorial record of some of the most important years of a student's life. The yearbook is an important element in school spirit. Because it captures the events and reflects the emotions of the school year in pictures, the yearbook is an important piece of memorabilia.

Second, the yearbook is essentially an exercise in photojournalism. It's greatest strength is in photographs, not words. And it is the pictures that students buy the book to see, but only if the pictures are of themselves and their friends. Your readers really are not interested in beautiful, still-life studies of rocks, trees, and flowers.

Third, the yearbook is an important public relations tool for the school in dealing with the community.

Budget

You need to be aware of where the money comes from to pay for the yearbook and where it is going. If it is available, study last year's planned and actual budget. Determine what costs are going to increase and by how much, what income to expect and how much, and what plans are necessary to hold down costs and to increase income. (See Attachment I, Yearbook Budget Worksheet).

The majority of the yearbook's income is from the sale of the book. The student's price should be set to cover the basic costs. Sales and fund raisers can be used to cover "extras".

Ad Sales. Divide your sales force into teams, assign territories which are fairly balanced and time your campaign for early September. Keep good records about past advertisers and prospects to assist sales personnel. If necessary, throw in a sales contest for motivation.

Prices.	Average student price:	$ 18 - $ 24
	Full-page ad:	$100 - $150
	Half-page ad:	$ 60 - $ 90
	Quarter-page ad:	$ 40 - $ 65
	Eighth-page ad:	$ 25 - $ 50
	Listings:	$ 5 per line

Check into ways in which expenses can be held in line. For example:

* Search for a less costly source of film and darkroom materials.
* Conserve supplies.
* Load your own film vs. pre-packaged cassettes.
* Plan ad sale trips to conserve gas.

Income. Planning, organization and hard work will allow you to increase your income by:

* Selling books to more students.
* Selling books to the community.
* Selling more and larger ads.
* Fund-raising projects.

Fund-raisers. These events allow your staff to raise additional funds for the "extras" in your yearbook.

Staff

The most important part of any yearbook is people. Obviously, the greater the variety of students involved with the yearbook, the more representative the book will be of the school.

Students may be appointed to the staff, elected by their fellow students, apply for positions or be on the staff because they are taking journalism courses. Organizing the staff is also important and may be by sections or by functions. (See Attachment II and III, Organizational Charts)

Each section may do their own writing, typing, proofreading, layouts and photography, etc. or you may have a full staff to cover all areas.

Advisor

The job encompasses staff selection, organization, planning of the book, settling disagreements, teaching the basics of layout, copy writing, photography and picture cropping, presiding over late-night work sessions before deadlines, worrying, etc.

The adviser's job is to advise not do the work. The advisor is the liaison between school administrators and the publishing company.

Planning

1. Select publisher.
2. Discuss yearbook specifications, deadlines, production materials, recordkeeping materials and reference materials supplied by publisher.
3. Organization of book (opening, activities, organizations, sports, classes, faculty, ads).
4. Design your yearbook.
5. Theme of yearbook.
6. Photography: (The strength of a yearbook lies in its pictures).
   a. Take pictures of all school activities.
   b. Take group shots.
7. Copy: Keep brief, but interesting and informative.
8. Typography, keep legible.
9. Layout should compliment your photographs.

YEARBOOK BUDGET WORKSHEET

	LAST YEAR	THIS YEAR'S ESTIMATE
Yearbook Printing (invoice total)	$_____	$_____
How many copies?	_____	_____
How many pages?	_____	_____
Special features such as color, Special cover, special effects, Special paper.	$_____	$_____
When was the book delivered?	_____	_____
Postage (Freight)	$_____	$_____
Photography (total cost)	$_____	$_____
Outside photography	$_____	$_____
Film, Camera and accessories	$_____	$_____
Darkroom supplies	$_____	$_____
Staff Training (total cost)	$_____	$_____
Seminar tuition costs	$_____	$_____
Travel expenses	$_____	$_____
Meals and overnight expenses	$_____	$_____
Staff Recognition (total cost)	$_____	$_____
Awards	$_____	$_____
Banquets	$_____	$_____
TOTAL	$_____	$_____
TOTAL INCREASE/DECREASE	$_____	$_____

SOURCES OF INCOME FOR THE YEARBOOK

	LAST YEAR
Yearbook Sales	$_____
Ad Sales	$_____
Fund Raising Projects	$_____

	THIS YEAR'S ESTIMATE
Yearbook Sales	$_____
Ad Sales	$_____
Fund Raising Projects	$_____
Increase/Decrease	$_____

PRESENT YEARBOOK BUDGET

$_____ A. Cost of last year's yearbook at this year's prices (company representative and school accountant).

$_____ B. Additional costs (film, dark room supplies, postage, etc., school accountant).

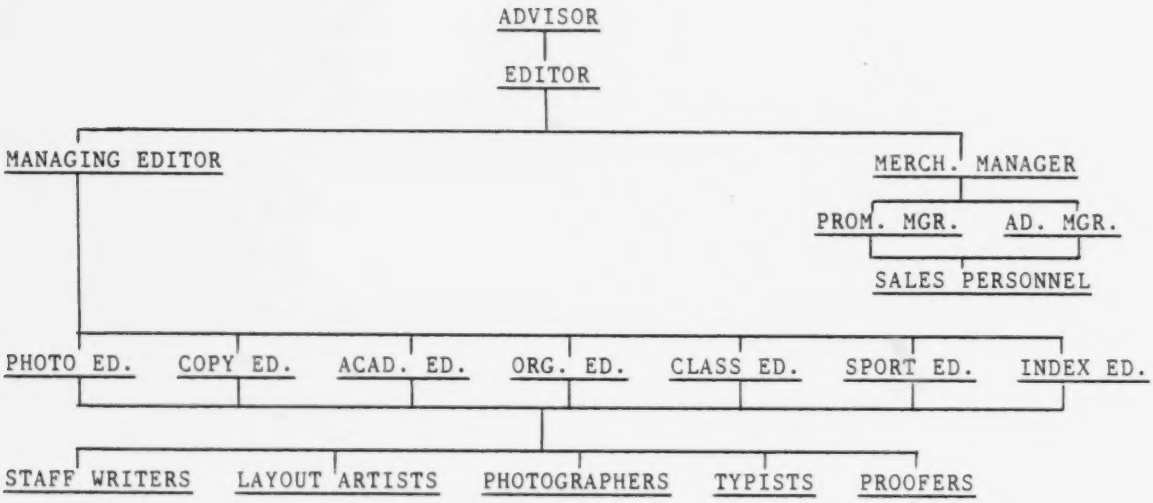
$_____ C. Cost of this year's staff changes in pages, color, etc.

$_____ D. Total steps, A, B, C.

$_____ E. If you sold advertising, subtract of last year's total from Step D.

$_____ F. Divide total in "E" by number of books sold last year. The figure in "F" is the price you should charge for this year's yearbook!

SECTIONAL



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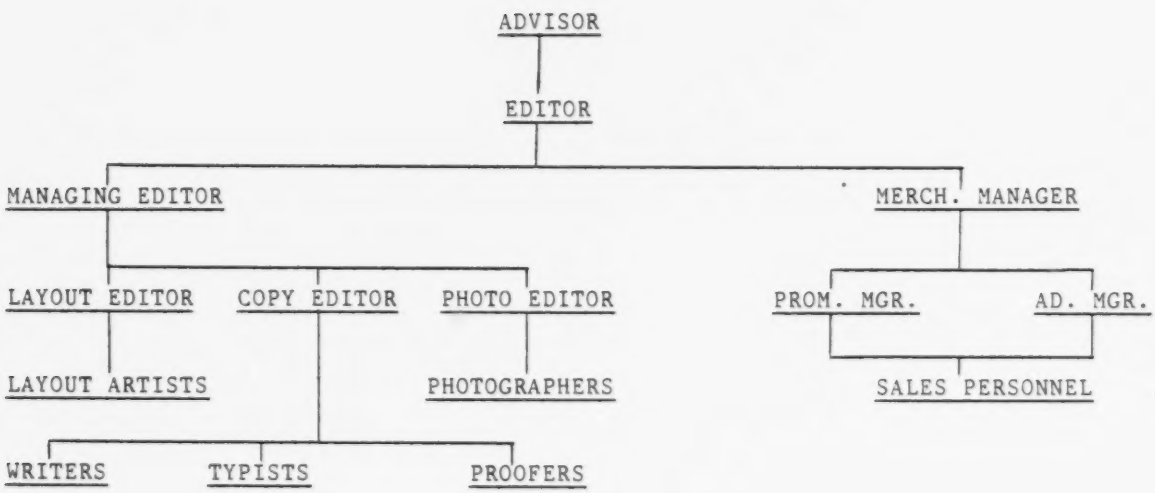
FUNCTIONAL



STUDENT HANDBOOK

The student handbook serves to inform new students of the school's policies and procedures while serving as a review for returning students. The tone for the year can be set by a well-produced student handbook.

The content of this handbook should be concise, easy to read, and well organized. Areas that may be included are:

* A brief introduction
  - Purpose of handbook
  - Welcoming letter to students and parents from administration
* Institution's educational philosophy and goals
* List of board members and staff
* Attendance policy
* School Calendar
* Daily time schedule
* Discipline policy
* Affirmative action statement
* Harassment policy
* Transportation Guidelines
* Driving Policy
* Student conduct/behavior policy
* Grading process
* Textbook and equipment policy
* Student dress policy
* Statement of insurance
* Weapons policy
* Tobacco policy
* Field trip policy
* Fire drill procedures
* Safety rules
* Substance abuse policy
* Programs offered

The cover of your student handbook should look attractive and professional. Parents should also be encouraged to read this handbook.

FACULTY HANDBOOK

A faculty or instructor's handbook is an important tool to help orient new faculty and to keep returning faculty up to date on all policies and procedures.

The contents of the handbook should be concise, easy to read and well organized. Areas that may be included are:

* A brief introduction
  - Purpose of handbook
  - Special note from director
* Institution's educational philosophy and goals
* List of board members and staff
* Advisory committee guide
* Attendance policy
* Audio-visual equipment availability and procedures for use
* Medical Procedures
  - Cleaning body spills
  - Student accident report form
* School calendar
* Daily time schedule
* Discipline policy
* Evaluation policy
* Field trip policy
* Safety rules
  - General for institution
  - Specific course/lab areas
* Grading policy
* Instructor's role, function, and responsibility
* Instructor/student rapport
* Fire drill procedures
* Credit awarded policy
* Job placement
  - As part of a course requirement
  - After course has been completed
* Lunch duty procedures and responsibilities
* Locker assignment procedures
* Instructor procedures for substitute
* Substitute procedures
* Tobacco policy
* Meeting attendance requirements
* Student/instructor accountability when leaving instructional area
* Telephone procedures
* Travel
* Use of facilities
* Substance abuse

GETTING PUBLISHED

The most difficult part of writing anything is getting started. As professionals, we all have something important to share and contribute. If time restraints are an issue, team up with someone else and collaborate on the article.

There are five basic steps which will help you get your article under way.

Identify the Topic for Publication

* A Vocational Student Organization function, i.e., VICA, FBLA, HOSA, an awards night, an installation of officers ceremony, a fund raising activity, etc.
* A program or a student success story
* An assignment that can be turned into an article
* A new approach, technique or process which can be highlighted

Begin to Write Your Article

* Identify the publication in which you would like your article to appear, e.g., the Journal of the American Vocational Association, Business World, School shop, etc. Many publishers have their specific guidelines for writing articles and will send these to you upon request.
* Know your audience. You need not elaborate to any great extent on those areas that you assume your readers are familiar with. However, details of specific projects and discussions of successes, failures and effects are usually of general interest.
* Outline your thoughts. Set down those ideas to be included and then sort out unnecessary facts and details. Arrange ideas in a logical progression, including an introductory statement, supporting evidence or details, summary and/or conclusion.
* Include one idea in each sentence using simple, forceful sentences. Use strong words and active verbs for impact.
* Check sentences for unclear pronoun preferences, badly placed modifiers and passive voice.
* Avoid educational jargon.
* Express one main idea in a paragraph. Limit each paragraph to 3 to 5 sentences.
* Group similar ideas to help readers to grasp your message clearly.

* Use sub-headings to break up solid blocks of type.

* Cover all the facts: Who, What, Where, When, Why, How. What were the results.

* Keep a copy of your manuscript for your records.

Prepare your Article to Meet the Editor's Specifications

* Type your article on 8 1/2 x 11 -inch plain paper on one side of the sheet.

* The article should be double spaced, typed with margins at least an inch and one-half on each side of the paper (four to six pages for a short article; eight to ten pages for an average article.)

* Illustrate your article with charts, line drawings, diagrams and/or tables. These illustrations should be keyed to the appropriate section of the article, but typed on separate sheets.

* Submit clear 8 x 10 black and white glossy photographs with typed captions that tell the story complete. Do not write on the photos or paper clip captions to the photos. Tape or paste typed captions to the back of each photo instead.

* Footnote all source materials used. List all credits at the end of the article.

* Prepare a title page listing the title of the article, the name of the author, and his/her professional affiliation; indicate if the manuscript has been presented at a conference or seminar.

Let Someone Else Review Your Manuscript Before You Send It Out

* We often overlook our own mistakes. Do not proofread your own manuscript.

Send It Out

* Don't get discouraged if it is rejected. Modify it and send it out again.

* One publisher may have just run a series on your topics and may not want to print another article on the same subject.

* The next publisher may be looking for an article on the subject.

* Don't send out the same article to more than one publisher at a time.

Try it. Take those necessary steps to get your article published, and good luck!

APPENDICES

ADVERTISING, MARKETING & COMMUNICATIONS DIRECTORY

NOTE: This directory was compiled by Maine Enterprise magazine and is being used with their permission. It is as complete as time and space would allow. This list was compiled from information contained in the Yellow Pages, the Maine Register, various art directors and ad club lists, and Maine Enterprise in-house research. We apologize for any errors or omissions.

ADVERTISING AGENCIES

A & A & DS Advertising Communications Consultants
18 Portland Street
Portland, ME 04101
TEL: 772-8059

AD-MEDIA
2 Memorial Way
Augusta, ME 04330
TEL: 622-6151

Ad Mark Com - Advertising & Marketing Communications
Route 1, Coastwise Center
P.O. Box 1489
Wells, ME 04090
TEL: 646-8988

Adept Advertising Studio
Jordan School Road
Auburn, ME 04210
TEL: 784-7095

Ad Shop
53 Court Street
Augusta, ME 04330
TEL: 622-3900

Adworks & Marketing
24 City Center
Portland, ME 04101
TEL: 775-2015

All She Wrote
10 Exchange Street
Portland, ME 04101
TEL: 775-4714

Alta Media
46 Sawyer Street
Portland, ME 04103
TEL: 799-1799

Andrews, Bennett, Advertising & Marketing, Inc.
10 Beach Street
Portland, ME 04101
TEL: 772-7814

Anderson Group
170 Park Street
Bangor, ME 04401
TEL: 942-6880

Arnold & Company
111 Commercial Street
Portland, ME 04101
TEL: 773-7233

Arsenault & Spiegel
97 A Exchange Street
Portland, ME 04101
TEL: 775-5025

Artworks
43 Sewall Street
Augusta, ME 04330
TEL: 622-3322

Associated News Feature
40 Elm Street
Portland, ME 04101
TEL: 879-0363

Atlantic Advertising Agency
4 Paul Street
Winslow, ME 04901
TEL: 873-6567

Baber, Gail Advertising
31 Wayside Road
Portland, ME 04102
TEL: 775-4055

Barse, Albert & Company
770 Congress Street
Portland, ME 04102
TEL: 772-0432

Bartley Associates
482 Congress Street
Portland, ME 04101
TEL: 773-0039

Body & Co.
1 Union Street
Portland, ME 04101
TEL: 775-6101

Bridgham, William, Associates, Inc.
52 Pleasant Street
Yarmouth, ME 04096
TEL: 846-3101

Dick Bronson, Inc.
31 Central Street
Bangor, ME 04401
TEL: 947-7376

Burgess, Brewer, Stanyon & Payne
100 Commercial Street
Portland, ME 04101
TEL: 775-5227

Business Review
Juniper East
Yarmouth, ME 04096
TEL: 846-4199

Cardin Advertising
MRB Box 31
1255 State Street
Bangor, ME 04401
TEL: 942-6793

Classic Communications
312 Tuttle Road
Cumberland, ME 04021
TEL: 829-3169

Communications Place
208 Lafayette Center
Kennebunk, ME 04043
TEL: 985-7509

Creative Broadcast Concepts
180 Pool Street
Biddeford, ME 04005
TEL: 283-9191

Creative Consultant Group
16 Penn Plaza Park
Stillwater Professional Building
Bangor, ME 04401
TEL: 942-5548

Creative Design & Marketing
44 Oak Street
Portland, ME 04101
TEL: 774-7528

Creative Printing & Design
104 Shore Road
Ogunquit, ME 03907
TEL: 646-7815

Daigle Associates
165 High Street
Portland, ME 04101
TEL: 772-8948

Damon Design
468 Fore Street
Portland, ME 04101
TEL: 773-8338

Danemark Limited
97A Exchange Street
Portland, ME 04101
TEL: 772-3112

Designwrights
P.O. Box 209, Main Street
Blue Hill, ME 04614
TEL: 374-5400

Dow & Associates Advertising & Design
392 Fore Street, P.O. Box 7242
Portland, ME 04101
TEL: 773-7442

Duffy Darrow
2 Hammond Street
Bangor, ME 04401
TEL: 942-0468
or
P.O. Box 1056
Camden, ME 04843
TEL: 236-8337

Eastland Associates
9 Union Street
Lisbon Falls, ME 04252
TEL: 353-4325

East Coast Advertising Associates
294 Brackett Street
Portland, ME 04102
TEL: 773-6444

Elliman, Tom, Marketing Systems
P.O. Box 1202
Portland, ME 04104
TEL: 772-2162

Elliot, George, Advertising, Inc.
1 Fair Street
Norway, ME 04268
TEL: 743-7811

Fee Associates Inc.
169 Ocean
So. Portland, ME 04106
TEL: 799-8759

Feller and Co.
468 Fore Street
Portland, ME 04101
TEL: 773-6952

First Impressions
P.O. Box 7411
Portland, ME 04112
TEL: 775-2789

FN Drive Graphics
Water Street, P.O. Box 985
Damariscotta, ME 04543
TEL: 563-1227

Gleason Marketing Services
114 Main Street
Norway, ME 04268
TEL: 743-9281

Gogan Advertising Agency
Sturtevant Hill Road
Readfield, ME 04355
TEL: 685-4793

Gordon Advertising
875 Bridgton Avenue
Westbrook, ME 04092
TEL: 854-8410

Grady & Perry Inc.
97 A Exchange Street #304
Portland, ME 04101
TEL: 775-3556

Griffin Associates
92 Exchange Street
Portland, ME 04101
TEL: 775-0219

H & H Advertising
57 Portland Road
P.O. Box 1128
Kennebunk, ME 04043
TEL: 985-2978

Hallmark House of Maine, Inc.
482 Congress Street
Portland, ME 04103
TEL: 775-6200

Harrison, Thomas, Associates
River Road
Bowdoinham, ME 04008
TEL: 737-4749

Imprint Communication Arts
Route 172, Box 2550
Sedgwick, ME 04676
TEL: 359-2225

Independent News Features Inc.
19 Portland Farms Road
Scarborough, ME 04074
TEL: 883-3878

Informed Sources Advertising and Public Relations
27 Chase Street
So. Portland, ME 04106
TEL: 799-6784

International Marketing Council, Inc.
244 Pearl Street, Box 666
Biddeford, ME 04005
TEL: 282-6107

Jackson Advertising
89 Ocean Avenue
So. Portland, ME 04106
TEL: 799-9243

Jasper & Bridge Associates, Inc.
119 Main Street
Kennebunk, ME 04043
TEL: 985-6134

Kerr & Associates Advertising
Route 2, Box 308
Gardiner, ME 04345
TEL: 582-6575

Kern Media
P.O. Box 964
Gray, ME 04039
TEL: 926-3555

Last Word, The
Public Relations & Advertising
P.O. Box 178
Blue Hill, ME 04614
TEL: 374-9913

Ledgehill Advertising
Box 3360
Poland Spring, ME 04274
TEL: 998-2822

Libby Associates
106 Highland Street
Bangor, ME 04401
TEL: 942-0891

Linda Lee Advertising
30 City Center
Portland, ME 04101
TEL: 879-0208

Londy Swardlick Mackey
1 Canal Plaza
P.O. Box 4728
Portland, ME 04112
TEL: 775-4100

Maine Cable Advertising Corp.
1 Center Street
Brunswick, ME 04011
TEL: 725-5761

Maine Media, Inc.
40 Portland Street
Portland, ME 04101
TEL: 774-1086

Mainely Media
23 Ivie Road
Cape Elizabeth, ME 04107
TEL: 799-8027

Marketing Solutions
P.O. Box 7636, 468 Fore Street
Portland, ME 04101
TEL: 781-1310

Market Smart
369 Cumberland Avenue
Portland, ME 04101
TEL: 761-3888

Martin Ad Production
58 Forest Street
Bangor, ME 04401
TEL: 942-5596

Maximum Marketing
146 Parkway South
Brewer, ME 04412
TEL: 989-6440

McTurck Marketing
477 Congress Street
Portland, ME 04101
TEL: 773-2223

Meadow Mountain Media
R.F.D 1, Box 307
Warren, ME 04864
TEL: 273-3848

Moulton Associates
17 Harding Avenue
Falmouth, ME 04105
TEL: 781-5243

National Media Services
Bald Hill
Orrington, ME 04474
TEL: 825-4579

Neilson, Wainwright
498 Congress Street
Portland, ME 04101
TEL: 773-1362

New England Ad-Center
249 St. John Street
Portland, ME 04102
TEL: 773-8373

New England Group Advertising
40 Pearl Street
Portland, ME 04101
TEL: 772-6551

Nils F. Nelson
Advertising & Marketing
P.O. Box 447
Moody, ME 04054
TEL: 646-6368

Oransky, Michael, & Co.
477 Congress Street
Portland, ME 04101
TEL: 774-6644

Oransky, Richard, Marketing
477 Congress Street
Portland, ME 04101
TEL: 774-3322

P D Productions
Swan Road
Hermon, ME 04
TEL: 848-3323

Perry, Lee
RR #1, Box 216
Gorham, ME 04038
TEL: 837-2351

Phoenix Advertising
17 Alfred
Biddeford, ME 04005
TEL: 284-2235

Phoenix Advertising
361 High Street
Bath, ME 04530
TEL: 443-5605

Pletts, Gregg, Design
40 Ashmont Street
Portland, ME 04103
TEL: 774-7976

Plumer, Paul, Associates
16 Warren Street
Hallowell, ME 04347
TEL: 622-1812

Point Communication & Design
P.O. Box 845
Springvale, ME 04083
TEL: 324-4153

Ribeck & Company
Box C, Mt. Pleasant Street
W. Rockport, ME 04856
TEL: 785-4165

Sales Group, The
17 No. Main Street
Brewer, ME 04412
TEL: 989-1005

Spindler Chase Advertising
98 Main Street
Ellsworth, ME 04605
TEL: 667-5351

Stern Associates
2 Great Falls Plaza
P.O. Box 32
Auburn, ME 04210
TEL: 784-6777

Stubbs Advertising
69 Caron Street
Portland, ME 04103
TEL: 797-7726

Sunrisenorth
P.O. Box 265
Kennebunk, ME 04043
TEL: 967-5484, 646-9642

3 CV
22 Free Street
Portland, ME 04101
TEL: 772-0034

T M Graphics, Inc.
20 State Street
Ellsworth, ME 04605
TEL: 667-8690

Transformations
5 Moulton Street
Portland, ME 04101
TEL: 774-1106

Tyson & Partners
98 Main Street
Ellsworth, ME 04605
TEL: 667-6211

Upcountry Associates
No. Main Street
Greenville, ME 04441
TEL: 695-2069

Video Workshop
495 Forest Avenue
Portland, ME 04101
TEL: 774-7798

Vreeland, S.T., Agency
103 Main Street
Yarmouth, ME 04096
TEL: 846-3714

Walles & Associates
40 Elm Street
Portland, ME 04101
TEL: 871-0036

Wendall, Connie S.
Marketing, Advertising, Public Relations
46 Sawyer Street
So. Portland, ME 04106
TEL: 799-3390

Wilkins, Cole & Associates
18 Portland Street
Portland, ME 04101
TEL: 871-0664

Williams, Roger, Advertising, Inc.
482 Congress Street
Portland, ME 04101
TEL: 774-9847

Williams & Williams
Aroostook Falls Road
Fort Fairfield, ME 04742
TEL: 476-6891

Wordsmith, Inc.
P.O. Box 106
New Gloucester, ME 04260
TEL: 926-4960

Z Studio
26 Mt. Desert
P.O. Box 65
Bar Harbor, ME 04609
TEL: 288-4133

Zuckerman, Jennifer, Advertising
97A Exchange Street
Portland, ME 04101
TEL: 772-7652

ADVERTISING SPECIALTIES

ACE Printing
RFD 1, Box 375
Carmel, ME 04419
TEL: 848-5062

Advertising Specialists of Maine, The
Horseback Road, R.R. 1
Box 800
Carmel, ME 04419
TEL: 884-8483

American Nameplate
51 Washington Street
Bangor, ME 04401
TEL: 947-2456

And Allen
143 Townsend Avenue
Boothbay Harbor, ME 04538
TEL: 633-6270

Anthony Michael Promotions
70 Forest Avenu..
Portland, ME 04101
TEL: 773-3325

Atlantic Awards
840 Hammond Street
P.O. Box 1148
Bangor, ME 04401
TEL: 942-6464

Bailey Signs, Inc.
9 Thomas Drive
Westbrook, ME 04092
TEL: 774-2843

Beauchamp Specialty Advertising
P.O. Box 3565
Portland, ME 04104
TEL: 775-3900
TEL: 1-800-447-3900

Blake, J.E.
Promotional Advertising
P.O. Box 8065
Bangor, ME 04401
TEL: 947-6639

Cape Sales Co.
867 Center Street
Auburn, ME 04210
TEL: 782-7377

Charmco Musical Programs
136 Regan Lane
Portland, ME 04103
TEL: 772-3814

Consumer Savings Service
110 Community Drive
Augusta, ME 04330
TEL: 626-0264

Creations Unlimited
252 Oxford Street
Portland, ME 04101
TEL: 773-3858

Custom Costumes
1833 Essex Street
Bangor, ME 04401
TEL: 945-3510

Econo Print
10 Water Street
Oakland, ME 04963
TEL: 465-2060

Foster, Chuck
Productions/All Hit Videos
727 Hammond Street
Bangor, ME 04401
TEL: 945-0000

Free Spirit Enterprises, Inc.
383 Presumpscot Street
Portland, ME 04103
TEL: 772-8239

Geiger Bros.
12 Acme Road
Brewer, ME 04412
TEL: 989-6410

Geiger Bros.
P.O. Box 1609
Lewiston, ME 04240
TEL: 783-2001

Gorham Flag Center
376 Main Street
Gorham, ME 04038
TEL: 839-4675

Great Island Ad Products
Great Island
Harpswell, ME 04079
TEL: 729-4853

Haiku Design & Production
89 Ocean Avenue
So. Portland, ME 04106
TEL: 799-3578

Holy Smokes Signs
208 Halidon Road
Westbrook, ME 04092
TEL: 854-4582

Kennebec River Design
135 College Avenue
Waterville, ME 04901
TEL: 872-9988

Lloyd & Co.
Route 1
Oakland, ME 04963
TEL: 465-9416

Maine Shirt Works
19 Mill Street
Orono, ME 04473
TEL: 866-7997

Marsh Advertising Specialties
66 Bridgton Road
Westbrook, ME 04092
TEL: 797-5617

Media House Advertising
256 Lisbon Street
Lewiston, ME 04240
TEL: 784-4288

Modern Screenprint
69 Hillside Avenue
Bangor, ME 04401
TEL: 945-6204

Oak Advertising Specialties
128 Puritan Drive
Westbrook, ME 04092
TEL: 845-5735

Pops Advertising Display
Glenn Harris Road
New Sharon, ME 04955
TEL: 778-9032

Promotion Specialties
P.O. Box 824
Main District Court Building
Butler Street
Springvale, ME 04083
TEL: 324-2352

R & W Engraving, Inc.
60 Portland Road
Route 1
Kennebunk, ME 04043
TEL: 985-2548

Select Services
15 Monument Square
Portland, ME 04101
TEL: 775-3090

Shads Advertising Specialties
867 Center Street
Auburn, ME 04210
TEL: 1-800-482-0953
TEL: 782-0106

Specialties of Maine
868 Broadway
So. Portland, ME 04106
TEL: 767-5350

Trophy World
34 Central Street
Bangor, ME 04401
TEL: 945-5032

Vernon Co., John T. William
RFD 2, Box 327
Brewer, ME 04412
TEL: 989-5730

Wilton Silk Screen, Inc.
37 Allen Street
Wilton, ME 04294
TEL: 645-2214

X-Ray Graphics
18A Monument Square
Portland, ME 04101
TEL: 772-1220

Whitman Communications
413 Main Avenue
Farmingdale, ME 04347
TEL: 1-800-752-6550

Wood Street Limited
6 Wood Street
Camden, ME 04843
TEL: 236-6306

AERIAL AND OUTDOOR ADVERTISING

Air Ads Inc.
Randall Road
Standish, ME 04084
TEL: 642-3500

Bacigalupi & Associates
Main Street
Kennebunkport, ME 04046

Balloons Overhead
88 Leighton
Bangor, ME 04401
TEL: 942-0628

Bangor Neon
1567 Hammond Street
Bangor, ME 04401
TEL: 947-2766

Damn Yankee Balloons, Inc.
RFD #2, Box 421
E. Holden, ME 04429
TEL: 843-7249

Davis & Davis
243 Buck Street
Bangor, ME 04401
TEL: 945-5159

Dow, John A., Signs
74 Cedar Street
Presque Isle, ME 04769
TEL: 764-0681

Downeast Visuals
RFD 1, Box 476A
Franklin, ME 04634
TEL: 667-3042

Lee Merchant Signs
Madawaska Road
Caribou, ME 04736
TEL: 498-2475

Locke Commerical Art & Sign
2 Fairlawn Street
Lewiston, ME 04240
TEL: 784-4642

McKeen, William, Signs & Graphics
Pleasant Street
Wiscasset, ME 04578
TEL: 882-6106

Minuteman Sign Centers, Inc.
Circle Complex, 2 Stone Street
Augusta, ME 04330
TEL: 622-4171

Mister Build-It Signs
1599 Union Street
Bangor, ME 04401
TEL: 942-9137

Neokraft Signs, Inc.
686 Main Street
Lewiston, ME 04240
TEL: 782-9654

State Highway Department
219 Hogan Road
Bangor, ME 04401
TEL: 941-4500

Whitman Communications
413 Maine Avenue
Hallowell, ME 04347
TEL: 622-6767

AUDIO/VISUAL

Ad Production
Route 35
Hollis, ME 04042
TEL: 929-6959

Advanced Video Systems
309 Cumberland Avenue
Portland, ME 04101
TEL: 772-8367

Audio Visual Services
Route 22, Box 394A
Gorham, ME 04038
TEL: 839-4457

Aurora Video Productions
50 Harvest Road
Caribou, ME 04736
TEL: 492-1861

Balance
27 Wellstone Drive
Portland, ME 04103
TEL: 846-9891

Brown, Lloyd, Music Composition
26 Rangeley Place
Bangor, ME 04401
TEL: 942-3406

Campbell, Chuck, Photography
652 B Congress Street
Portland, ME 04101
TEL: 773-5436

Chromunique Audio-Visual
30 Milk Street
Portland, ME 04101
TEL: 773-6887

Cold Moon Studios
1 Franklin Street
Bangor, ME 04401
TEL: 945-5030

Dobbs Productions
30 Greely Avenue
Bar Harbor, ME 04609
TEL: 288-4354

EAB Recording Studios
223 Lisbon Street
Lewiston, ME 04240
TEL: 786-3476

Expanded Video, Inc.
465 Congress Street
Suite M
Portland, ME 04101
TEL: 773-7005

Foster, Chuck
Productions/All Hit Videos
727 Hammond Street
Bangor, ME 04401
TEL: 945-0000

Gosselin, Dick
Video & Production Co.
34 Carroll Street
So. Portland, ME 04106
TEL: 799-5321

Great American Image Company
361 14th Street
Bangor, ME 04401
TEL: 942-9063

Happy Feet Production
P.O. Box 776
Bangor, ME 04401
TEL: 945-5400

Headlight Audio Visual, Inc.
638 Forest Avenue
Portland, ME 04101
TEL: 774-5998

Image Works
2 Custom House Wharf
Portland, ME 04101
TEL: 774-2689

Kippax, Lynn & Associates, Inc.
P.O. Box 1111, Pier Road
Kennebunkport, ME 04046
TEL: 967-3274
TEL: 283-5222

Maine Cable Productions
10 Beach Street
Portland, ME 04101
TEL: 772-8456

Maine Video Systems
495 Forest Avenue
Portland, ME 04101
TEL: 773-2355

McIntire, Bob
P.O. Box 133, 29 Water Street
Orono, ME 04473
TEL: 866-3005

Media Source
146 Second Street
Hallowell, ME 04347
TEL: 623-5101

Media Source
45 Casco Street
Portland, ME 04101
TEL: 774-1230

Megaphone
Audio Recording Studio
45 Casco Street
Portland, ME 04101
TEL: 775-0448

MG Associates
142 High Street Room 631
Portland, ME 04101
TEL: 774-5290

Northeast Video Systems of Waterville
215 Main Street
Waterville, ME 04901
TEL: 873-6222

Odyssey Video Productions
33 Saco Street
Westbrook, ME 04092
TEL: 854-8291

Portstar Productions
46 Pine Street
Portland, ME 04102
TEL: 775-0514

Sagitaurus Audio/Media Mill
RFD #1, Box 930
Bingham, ME 04920
TEL: 672-3295

Sheldon Weiss Productions
Neworld Plaza
So. Blue Hill, ME 04614
TEL: 374-2736

Show Me Video
107 Main Street
Gorham, ME 04038
TEL: 839-2674

Show Me Video
863 Main Street
Westbrook, ME 04092
TEL: 854-9646

Smith/Atwood/Video Services
257 Deering Avenue
Portland, ME 04103
TEL: 773-5119

Studio 3
P.O. Box 8643
Portland, ME 04104
TEL: 772-4446

Stump, Greg
139 Broadway
So. Portland, ME 04106
TEL: 799-5566

Sun Video
10 Beach Street
Portland, ME 04101
TEL: 722-0485

Video Ads
Forest Hill Lane
Kennebunkport, ME 04046
TEL: 967-5271

Video Concepts
Route 1
Ogunquit, ME 03907
TEL: 646-3756

Video-4-Studio
74 Elm Street
Portland, ME 04101
TEL: 773-3138

Video Services of Maine
997 Forest Avenue
Portland, ME 04103
TEL: 797-6444

Video Services Unlimited
256 Lisbon Street
Lewiston, ME 04240
TEL: 782-5650

Video Workshop
495 Forest Avenue
Portland, ME 04101
TEL: 774-7798

Videocraft
418 Main Street
Lewiston, ME 04240
TEL: 784-3754

VP Film & Tape Production
2257 W. Broadway
So. Portland, ME 04106
TEL: 774-4480

Wellmanart Recordings
861 Broadway
Bangor, ME 04401
TEL: 942-4656

CABLE TELEVISION

Adams-Russell Cable Services
720 Sabattus Street
Lewiston, ME 04240
TEL: 783-2023

Adams-Russell Cable Services
278 Florida Avenue
Bangor, ME 04401
TEL: 942-3287

Bee Line Cable TV
232 Penobscot Avenue
Millinocket, ME 04462
TEL: 723-4455

Bee Line, Inc.
Lakewood Road
Skowhegan, ME 04976
TEL: 474-2727

Bee Line
Bangor Street
Houlton, ME 04730
TEL: 532-7060

Better Cable
P.O. Box 284
Waterville, ME 04901
TEL: 873-7147

Cable Television of The Kennebunks
Forest Hill Lane
Kennebunk, ME 04043
TEL: 967-5212

Carrabassett Electronics
Elm Street
North Anson, ME 04958
TEL: 635-2000

Casco Cable Co. TV of Bath
192 Front Street
Bath, ME 04530
TEL: 443-2231

Casco Cable Television of Brunswick
16 Union Street
Brunswick, ME 04011
TEL: 729-6663

Central Maine Satellite & Video Inc.
49 Main Street Rear
Pittsfield, ME 04967
TEL: 487-5026

Continental Cablevision of New England
294 Main Street
Saco, ME 04072
TEL: 282-5916

D B TV
19 Court Street
Houlton, ME 04730
TEL: 532-3697

Houlton Cable TV
59 Bangor Street
P.O. Box 610
Houlton, ME 04730
TEL: 532-2579

Maine Cable Advertising
10 Beach Street
Portland, ME 04101
TEL: 772-8456

Maine Cable Co.
17 Park Street
Milo, ME 04463
TEL: 943-7323

Maine Cable Corp.
U.S. Route 1
Newcastle, ME 04553
TEL: 882-6719 or 832-6317
TEL: 563-8444

Maine Cable, Inc.
Fuller Road
Hermon, ME 04401
TEL: 848-3575

Maine Public Broadcasting
45 Exeter Street
Portland, ME 04102
TEL: 780-4220

Moosehead Enterprise
P.O. Box 593, Wells Street
Greenville, ME 04441
TEL: 695-3363

National Microtech of Maine
Gardiner Road
Sabattus, ME 04280
TEL: 375-8183

New England Cable Vision
Kimball Lane
Moody, ME 04054
TEL: 676-3363

New England Cable Vision
4 Kimball Street
Sanford, ME 04073
TEL: 324-3700

New England Cable Vision
5 Milk Street
Portland, ME 04101
TEL: 774-5981

New England Cable Vision
422 Main Street
Biddeford, ME 04005
TEL: 282-5948

Oxford Hills Communications
13 Maple Street
Norway, ME 04268
TEL: 743-6690

Paragon Cable of Caribou
6-A Martin
Presque Isle, ME 04769
TEL: 764-1324

Pine Tree Cable Vision
View Street
Jonesport, ME 04649
TEL: 1-800-992-9344

Pine Tree Cable Vision
101 Water Street
Eastport, ME 04631
TEL: 1-800-992-9344

Public Cable TV Corp.
118 Johnson Road
Portland, ME 04105
TEL: 775-3431

State Cable TV Corp.
261 State Street
Augusta, ME 04330
TEL: 582-2010

United Video Cable Vision
33 North Street
Calais, ME 04619
TEL: 454-2189

United Video Cable Vision
757 W. Main Street
Madawaska, ME 04756
TEL: 728-6321

United Video Cablevision-Maine
400 Old County Road
Rockland, ME 04841
TEL: 1-800-442-4321

CALLIGRAPHY

Bayon, Cecil
P.O. Box 214
Kennebunk, ME 04043
TEL: 967-5505

Design Studio & Gallery
11 Adams Street
Biddeford, ME 04005
TEL: 284-4334

Calligraphy By Maribeth
476 Beatrice Drive
Gorham, ME 04038
TEL: 839-4329

Spiegel, Bonnie
121 William Street
Portland, ME 04103
TEL: 774-4160

CASTING SERVICES

ONcamera
25 Sherman Street
Portland, ME 04101
TEL: 775-6558

COPYWRITING

All She Wrote
10 Exchange Street
Room 206
Portland, ME 04101
TEL: 775-4714

Binnacle Communications
P.O. Box 941
Brunswick, ME 04011
TEL: 729-5653

Zerega, Ceci
16 Just A Mere Road
Falmouth, ME 04105
TEL: 781-4634

DESK TOP PUBLISHING

Home Port Computers
153 Main Street
Waterville, ME 04901
TEL: 873-2192

Home Port Computers
Front Street
Bangor, ME 04401
TEL: 945-4141

DIRECT MAIL

Advertising Direct
10 Beach Street
Portland, ME 04101
TEL: 772-8456

Bangor Letter Shop
80 Columbia Street
Bangor, ME 04401
TEL: 945-9311

Datafile Co.
125 Northern Avenue
Farmingdale, ME 04345
TEL: 582-1777

Direct Mail of Maine
25 Circus Time Road
So. Portland, ME 04106
TEL: 773-6213

Dirigo Val Pak of Maine
RFD 3, Box 110
Bangor, ME 04401
TEL: 848-3685

Hood's Mailing & Printing, Inc.
Cross Street
Lewiston, ME 04240
TEL: 783-1484

Letter Systems Printing
52 Water Street
Hallowell, ME 04347
TEL: 622-7126

Letterworks International
18 Ashmont Street
Portland, ME 04103
TEL: 772-0414

New England Mailing Systems (NEMS)
61-A Emery Street
Sanford, ME 04073
TEL: 324-1630

Northeast Publishing Co.
The Print/Graphics Department
P.O. Box 510
Presque Isle, ME 04769
TEL: 764-4471
TEL: 1-800-992-9041

Osley, Elizabeth
Dean Street Ext.
Winterport, ME 04496
TEL: 223-4728

Rice Mailing Lists
P.O. Box 287
Bath, ME 04530
TEL: 443-4863

Richardson Marketing Corp.
130 Rear Free Street
Portland, ME 04101
TEL: 772-9002

Seavey Printers, Inc.
34 Diamond Street
Portland, ME 04101
TEL: 774-1456

Stern Associates
2 Great Falls Plaza
Auburn, ME 04210
TEL: 784-6777

Target Mail Advertising
127 Pleasant Hill Road
Scarborough, ME 04074
TEL: 883-2711

Trimark of Maine
220 Webster Avenue
Bangor, ME 04401
TEL: 942-2495

Val-Pak of New England
12 Kaler Road
So. Portland, ME 04106
TEL: 799-2911

Williams, Roger, Advertising
482 Congress Street
Portland, ME 04101
TEL: 774-9847

DISPLAY SYSTEMS/TRADE SHOWS

Cardin Advertising
MRB, Box 31 1255 State Street
Bangor, ME 04401
TEL: 942-6793

Pops Advertising Display
Glenn Harris Road
New Sharon, ME 04955
TEL: 778-9032

Reehl, Benny
53 Desden Avenue
Gardiner, ME 04345
TEL: 582-3730

ENTERTAINMENT

Abrams & Anderson Improvisational Comedy
52 Deering Street
Portland, ME 04101

The New England New Vaudeville Revue
53 Dresden Avenue
Gardiner, ME 04345
TEL: 582-3730

GRAPHIC DESIGNERS

Artworks
43 Sewall Street
Augusta, ME 04330
TEL: 622-3322

Bayon, Cecile
P.O. Box 214
Kennebunk, ME 04043
TEL: 967-5505

Boucher, Marie, Graphic Design Studio & Gallery
11 Adams Street
Biddeford, ME 04005
TEL: 284-4334

Bowker Printing & Graphics
131 Washington Avenue
Portland, ME 04101
TEL: 774-4784

Bowker Printing & Graphics
53 Court Street
Augusta, ME 04330
TEL: 622-3900

Brown K. Design
10 Exchange Street
Portland, ME 04101
TEL: 774-0031

Carson, Wayne, Graphics
35 Shadow Lane
Brewer, ME 04412
TEL: 989-1644

Coleman, Dodie
65 Waterville Street
Portland, ME 04101
TEL: 775-1791

Creative Consultant Group
16 Penn Plaza Park
Stillwater Professional Bldg.
Bangor, ME 04401
TEL: 942-5548

Creative Printing & Design
104 Shore Road
Ogunquit, ME 03907
TEL: 646-7815

Cub Graphics
RR #3, Box 45A
So. Windham, ME 04062
TEL: 892-3452

Daniels Graphics & Printing
441 Congress Street
Portland, ME 04101
TEL: 773-7123

Design Access
10 Exchange Street
Suite 213
Portland, ME 04101
TEL: 775-6544

Design/Communications
231 Prospect Street
Portland, ME 04103
TEL: 773-3180

Design Productions
119 State Street
Portland, ME 04101
TEL: 773-8618

Designwrights
Main Street
Blue Hill, ME 04614
TEL: 374-5400

Ellis, Lori, Communication Design
RR 1, Box 2408
Kennebunk, ME 04043
TEL: 499-2911

Fit-To-Print
5 Milk Street
Portland, ME 04101
TEL: 772-8438

Grafico
18 Common Street
P.O. Box 597
Waterville, ME 04901
TEL: 872-8399

Graphic Aid
39 Forest Avenue
Portland, ME 04101
TEL: 772-0014

Graphic Arts Lab
30 Victory Avenue
So. Portland, ME 04106
TEL: 767-4181

Graphic Design & Illustration Campbell, Margaret B.
The Lincoln Building
98 Main Street
Brunswick, ME 04011
TEL: 729-1990

Graphic Express
Center Street
Bath, ME 04530
TEL: 443-1452

Graphics and Printing, Inc.
245 Gorham Road
Scarborough, ME 04074
TEL: 883-5194

Guillemette, David
Commerical Artist
105 Water Street
Augusta, ME 04330
TEL: 626-0397

Hadden, Christopher
10 Exchange Street, Room 306
Portland, ME 04101
TEL: 774-4977

Hamlin, Judy
14 Chapel
Freeport, ME 04032
TEL: 865-4618

Hillman, Thomas, Design
193 Middle Street
Portland, ME 04101
TEL: 773-3727

Hughes & Associates
468 Fore Street
Portland, ME 04101
TEL: 772-0651

Illustration Graphics
31 Taylor Street
Portland, ME 04102
TEL: 773-7441

Image Set
2 Vannah Avenue
Portland, ME 04103
TEL: 775-3589

Imprint Communication Art
Route 172, Box 2550
Sedgwick, ME 04676
TEL: 359-2225

Jeffrey, Becton
P.O. Box 53
Deer Isle, ME 04627
TEL: 348-6108

Kennett, Bruce
65 Waterville Street
Portland, ME 04101
TEL: 775-1791

Letter Space
33 Florence Street
Portland, ME 04103
TEL: 772-0597

Lyons Typography
138 So. Main Street
Brewer, ME 04412
TEL: 989-4100

Martin, Susan
22 Carroll Street
Portland, ME 04102
TEL: 871-7132

McLaughlin, Cheri
P.O. Box 1892
Bangor, ME 04401
TEL: 947-7607

Michael Mahan Graphics
48 Front Street
Bath, ME 04530
TEL: 443-6110

Michaud, Jacqueline
P.O. Box 977
Blue Hill, ME 04614
TEL: 359-8536

Oehmig-Wolfson, Donna
RFD 4, Box 365
Biddeford, ME 04005
TEL: 985-7675

Oneira Graphics
17 U.S. Route 1, Box 1483
Scarborough, ME 04074
TEL: 883-9227

Orchard Graphic Design & Studio
22 Washington Avenue
Old Orchard Beach, ME 04064
TEL: 934-7712

Out-Of-Town Studio
RR 2, Box 7920
E. Holden, ME 04429
TEL: 843-5940

Owen, Jan, Calligraphy & Graphic Design
262 Essex Street
Bangor, ME 04401
TEL: 942-7261

Perkins, Robert, Design
18 Ashmont Street
Portland, ME 04103
TEL: 775-4704

Pletts, Greg, Design Associates
432 Fore Street
Portland, ME 04101
TEL: 773-4324

Portland School of Art
97 Spring Street
Portland, ME 04101
TEL: 775-3052

Print Media Production
40 Elm Street
Portland, ME 04101
TEL: 773-6062

Production Planning Association
85 Exchange Street
Portland, ME 04101
TEL: 775-1950

Promotion Graphics
510 Perry Road
Bangor, ME 04401
TEL: 947-1638

Ratta Associates
392 Fore Street
Portland, ME 04101
TEL: 775-5408

Ribeck & Co.
Box C Mt. Pleasant Street
W. Rockport, ME 04856
TEL: 785-4165

S.O.S. (Small Office Support)
989 Brighton Avenue
Portland, ME 04102
TEL: 773-1833

Sandau Calligraphy & Design
Main Street
Bowdoinham, ME 04008
TEL: 666-8877

Searls Design
45 Park Street
Camden, ME 04843
TEL: 236-9013

Bill Shaw/Graphic Design & Art
189 Exchange Street
Bangor, ME 04401
TEL: 947-2554

Sigler, Bob
RFD 1, Box 839
Brewer, ME 04412
TEL: 989-4297

Sirus Graphics
Route 1
Warren, ME 04864
TEL: 273-3247

Spectrum Printing & Graphics, Inc.
Industrial Park Road
P.O. Box 856
Saco, ME 04072
TEL: 284-6173

Spiegel, Bonnie
121 Williams Street
Portland, ME 04103
TEL: 774-4160

Sosman, Nancy
10 Exchange Street
Portland, ME 04101
TEL: 773-3274

Stimpson, Karen
P.O. Box 4634 DTS
Portland, ME 04112
TEL: 775-0572

Studio Graphics
Maxcy's Mill Road
Windsor, ME 04363
TEL: 549-7842

Sturgis, Linda
10 Exchange Street
Portland, ME 04101
TEL: 773-8562

Thomas, C. Eves
14 Kenduskeag Avenue
Bangor, ME 04401
TEL: 945-0190

Tirik Productions
24 Allen Avenue Ext.
Falmouth, ME 04105
TEL: 797-4180

Total Design
P.O. Box 177
47 U.S. Route 1
Yarmouth, ME 04096
TEL: 846-3344

Type & Design
98 Maine Street
Brunswick, ME 04011
TEL: 729-5650

Van Der Steenhoven Graphic Design & Production
23 Depot Street
Windham, ME 04062
TEL: 892-5032

Wainwright, Neilson
496 Congress Street
Portland, ME 04101
TEL: 773-1362

Walnut Hill Graphics
45 Cumberland Road
Cumberland, ME 04110
TEL: 829-3620

Whalen, David
114 Harlow Street
Bangor, ME 04401
TEL: 942-6210

Wildwood Design Group
P.O. Box 1298
Kennebunkport, ME 04046
TEL: 967-2571

Barbara Wolf
10 Exchange Street
Portland, ME 04101
TEL: 774-1518

Woodland Studios
RFD #1, Box 136, Morgan Bay Road
Surry, ME 04684
TEL: 667-3286 or 667-5480

Woodworth Associates
142 High Street
Portland, ME 04101
TEL: 774-0185

GRAPHIC SERVICES

Graphic Aid
110-A Exchange Street
Portland, ME 04101
TEL: 772-0014

Graphic Arts Lab
64 Middle Street
Saco, ME 04072
TEL: 282-5450

ILLUSTRATION

Stackhouse, Donna
10 Exchange Street, Room 206
Portland, ME 04101
TEL: 774-4977

Stock, Lois Leonard
3 Stratton Place
Portland, ME 04101
TEL: 761-0038

Commercial Fisheries News
P.O. Box 37
Stonington, ME 04681
TEL: 367-2396

Commercial Fisheries Product News
P.O. Box 37
Stonington, ME 04681
TEL: 367-2396

Courier Weekend
P.O. Box 477
Calais, ME 04619
TEL: 454-7677

Downeast Magazine
Route 1
Camden, ME 04843
TEL: 594-9544

Epson World
Highland Mill Mall
Camden, ME 04843
TEL: 236-4365

Experimental Aging Research
P.O. Box 136
Southwest Harbor, ME 04679
TEL: 244-3931

Gerodontology
P.O. Box 136
Southwest Harbor, ME 04679
TEL: 244-3931

Greater Portland Magazine
142 Free Street
Portland, ME 04101
TEL: 772-2811

Habitat
118 U.S. Route 1
Falmouth, ME 04105
TEL: 781-2330

International Marine Publishing
21 Elm Street
Camden, ME 04843
TEL: 236-4838

Irregular, The
P.O. Box 2306
Kingfield, ME 04947

Symington, Gary
10 Exchange Street, Room 206
Portland, ME 04101
TEL: 774-4977

JINGLES & SOUNDTRACKS

Tempo Productions
RR #2, Box 1198
Wells, ME 04090
TEL: 646-6543

MAGAZINES

Alumnus Publications
Crossland Alumni Center
UMO
Orono, ME 04473
TEL: 581-1132

American Potato Journal
Winslow Hall
UMO
Orono, ME 04473
TEL: 581-3227

Artists in Maine
P.O. Box 8591
1 Exchange Street
Portland, ME 04101
TEL: 772-4340

Business Digest of Greater Bangor
51 Broadway
Bangor, ME 04401
TEL: 942-0937

Business Digest of Southern Maine
25 Circus Time Road
So. Portland, ME 04106
TEL: 772-1971

Christian Civic League of Maine
P.O. Box 5459
Augusta, ME 04330
TEL: 622-7634

Coastguide
P.O. Box 477
Calais, ME 04619
TEL: 454-7677

Island Journal, Annual Publication
of the Island Institute
P.O. Box 429
Rockland, ME 04841
TEL: 594-2009

L/A Today
250 Center Street, Suite 500
Auburn, ME 04210
TEL: 783-4374

Landmarks Observer
165 State Street
Portland, ME 04101
TEL: 774-5561

Maine Antique Digest
P.O. Box 645
Waldoboro, ME 04572
TEL: 832-7534

Maine Bar Journal
124 State Street, P.O. Box 788
Augusta, ME 04330
TEL: 622-7523

Maine Bar Directory
P.O. Box 7220 DTS
Portland, ME 04112
TEL: 774-9813

Maine Business Opportunity News
P.O. Box 266, 59 Oak Street
Boothbay Harbor, ME 04538
TEL: 633-3483

Maine Boats and Harbors
Highland Mill Mall
Camden, ME 04843
TEL: 236-8622

The Maine Book
U.S. Route 1
Brunswick, ME 04011
TEL: 729-6671

Maine Enterprise Magazine
60 Elm Street
Portland, ME 04101
TEL: 761-0999

Maine Enterprise Magazine
146 Parkway South
Brewer, ME 04412
TEL: 989-6440

Maine Horse
744 Stillwater Avenue
Bangor, ME 04401
TEL: 942-2776

Maine Lawyers Review
P.O. Box 384
Scarborough, ME 04074
TEL: 883-5197

Mainely Local
165 Main Street
Waterville, ME 04901
TEL: 873-2693

The Maine Legionaire
P.O. Box 900
Waterville, ME 04901

Maine Life
250 Center Street, Suite 500
Auburn, ME 04210
TEL: 783-4374

Maine Motor Transport News
51 Water Street
Hallowell, ME 04347
TEL: 623-4128

Maine Organic Farmer and Gardener
283 Water Street
Augusta, ME 04330
TEL: 622-3118

Maine Sportsman
Drinkwater Pt.
Yarmouth, ME 04096
TEL: 846-9501

Maine Today
154 Middle Street
Portland, ME 04101
TEL: 775-4339

Maine Trails
146 State Street
Augusta, ME 04330

National Fisherman
21 Elm Street
Camden, ME 04843
TEL: 236-4342

Ocean Navigator
18 Danforth Street
Portland, ME 04101
TEL: 772-2466

PC Companion
Highland Mill Mall
Camden, ME 04843
TEL: 236-4365

Portable 100/200
Highland Mill Mall
Camden, ME 04843
TEL: 236-4365

Portland Monthly
154 Middle Street
Portland, ME 04101
TEL: 775-4339

Portland Venture Group
P.O. Box 4663 DTS
Portland, ME 04112
TEL: 773-5113 or 772-CITY

Powell Gold Industry Guide and International Mining Analyst, The
181 State Street
Portland, ME 04101
TEL: 879-0611

Powell Monetary Analyst
181 State Street
Portland, ME 04101
TEL: 879-0611

Real Estate and Good Living In Greater Lewiston-Auburn
P.O. Box 32
Auburn, ME 04210
TEL: 784-6777

Real Estate Update
615 Congress Street, No. 428
Portland, ME 04101
TEL: 772-2822

Rod & Reel
Box 370
Camden, ME 04843
TEL: 594-9544

Salt Magazine
P.O. Box 1400
Kennebunkport, ME 04046
TEL: 967-3311

Successful Magazine Publishing
Box 111
Freedom, ME 04941
TEL: 382-6200

Var
Highland Mill Mall
Camden, ME 04843
TEL: 236-4365

Voices
23 Ocean Avenue
Portland, ME 04103

Weekly Shopper
55 Washington StreetPenobscot Plaza
Bangor, ME 04401
TEL: 942-1335

Wooden Boat
Box 78
Brooklin, ME 04616
TEL: 359-4651

MARKETING CONSULTANTS

Creative Consultant Group
Stillwater Professional Pk.
16 Ten Plaza
Bangor, ME 04401
TEL: 942-5548

MARKET RESEARCH

Binnacle Communications
P.O. Box 941
Brunswick, ME 04011
TEL: 729-5653

Chamoff, Jeanette G. (Jean)
88 Leighton
Bangor, ME 04011
TEL: 942-0628

Clear Lines
Communications Consultant
6 Bodwell Street
Brunswick, ME 04011
TEL: 729-8440

Commonwealth Marketing & Research
415 Congress Street, Suite 415
Portland, ME 04101
TEL: 772-3648

Consumer Research of Maine
672 Ocean Avenue
Portland, ME 04103
TEL: 773-3849

Davidson-Peterson Associates, Inc.
P.O. Box 350
York, ME 03909
TEL: 363-7347

Environmental Planning & Design Associates Inc.
395 Fore Street
Portland, ME 04101
TEL: 774-7844

Equifax Services, Inc.
1321 Washington Avenue
Portland, ME 04103
TEL: 797-9076

Estell, Sharon
183 Allen Avenue
Portland, ME 04103
TEL: 797-0355

Leclair Associates
42-A No. Elm Street
Yarmouth, ME 04096
TEL: 846-3326

Mainepoll
Maine National Bank Building
P.O. Box 9, 69 Main Street
Orono, ME 04473
TEL: 866-5593

Market Decisions, Inc.
22 Cottage Road, P.O. Box 2682
So. Portland, ME 04106
TEL: 799-2226

Market Research Unlimited, Inc.
40 Atlantic Place
So. Portland, ME 04106
TEL: 775-7249

Northeast Research
Maine National Bank Building
P.O. Box 9, 69 Main Street
Orono, ME 04473
TEL: 866-5593

Pan Atlantic Resources, Inc.
50 Exchange Street
Portland, ME 04101
TEL: 871-8622

Rapid Research
115 Essex Street
Bangor, ME 04401
TEL: 942-6454

Strategic Marketing Services
P.O. Box 505
390 Congress Street
Portland, ME 04101
TEL: 774-6738

MEDIA PLANNERS

Christie Associates, The
86 Winthrop Street
Augusta, ME 04330
TEL: 622-1595

Eda Corp.
61 Park Street
Camden, ME 04843
TEL: 779-7439

Elliman, Tom
Marketing Systems
P.O. Box 1202
Portland, ME 04104
TEL: 772-2162

Fee Associates
169 Ocean Street
So. Portland, ME 04106
TEL: 799-8759

Feller & Company
468 Fore Street
Portland, ME 04101
TEL: 773-6952

Foster, Chuck, Productions/All Hit Video
727 Hammond Street
Bangor, ME 04401
TEL: 942-0000

Bob McIntire
P.O. Box 133, 29 Water Street
Orono, ME 04473
TEL: 866-3005

Maximum Marketing
146 Parkway South
Brewer, ME 04412
TEL: 989-6440

New England Media, Inc.
1 College Circle
Bangor, ME 04401
TEL: 947-6083

Wellmanart Recordings
P.O. Box 921, 861 Broadway
Bangor, ME 04401
TEL: 942-4656

MEDIA PRODUCERS

McIntire, Bob
P.O. Box 133
29 Water Street
Orono, ME 04473
TEL: 866-3005

MEDIA TRAINING

Eberhardt Communications
ONcamera/speak EASY
25 Sherman Street
Portland, ME 04101
TEL: 775-6558

NEWSPAPERS

Advertising Democrat
P.O. Box 269
Norway, ME 04268
TEL: 743-7011

American Journal
820 Main Street
Westbrook, ME 04092
TEL: 854-2577

Aroostook Journal
20 Access Highway
Caribou, ME 04736
TEL: 496-3251

Bangor Daily News
491 Main Street
Bangor, ME 04401
TEL: 942-4881

Bangor Review/Island Guide
170 Park Street
Bangor, ME 04401
TEL: 942-0299

Bar Harbor Times
66 Main Street
Bar Harbor, ME 04609
TEL: 288-3311

Bethel Citizen
P.O. Box 109
Bethel, ME 04217
TEL: 824-2444

Boothbay Register
95 Townsend Avenue
Boothbay Harbor, ME 04538
TEL: 633-4620

Brewer Register
115 Wilson Street
Brewer, ME 04412
TEL: 989-1895

Bridgton News Office
42 Main Street
Bridgton, ME 04009
TEL: 647-2851

Bucksport Free Press
288 Main Street
P.O. Box 340
Bucksport, ME 04416
TEL: 469-3231

Calais Advertiser
North Street
Calais, ME 04619
TEL: 454-3561

Camden Herald
Highland Mill Mall
Camden, ME 04843
TEL: 236-8511

Castine Patriot
Main Street
Castine, ME 04421
TEL: 326-4383

Central Maine Morning Sentinel
25 Silver Street
Waterville, ME 04901
TEL: 873-3341

Christian Civic League Record
172 Main Street
Waterville, ME 04901
TEL: 872-6514

Church World Newspaper
Industry Road
Brunswick, ME 04011
TEL: 729-8753

Coastal Journal
361 High Street
Bath, ME 04530
TEL: 443-6241

Country Wide
26 Maine Street
Machias, ME 04654
TEL: 255-3118

Courier Free Press
Box 1, Route 302
No. Windham, ME 04062
TEL: 892-9530

Courier-Gazette
1 Park Drive
Rockland, ME 04841
TEL: 594-4401

Eastern Gazette
Main Street
Dexter, ME 04930
TEL: 924-7402

Ellsworth American
63 Main Street
Ellsworth, ME 04605
TEL: 667-2576

Evening Express
390 Congress Street
Portland, ME 04101
TEL: 775-5811

Fort Fairfield Review
205 Main Street
Fort Fairfield, ME 04742
TEL: 472-3111

Franklin Journal
Wilton Road
Farmington, ME 04938
TEL: 778-2075

Freeport News
45 Main Street
Freeport, ME 04032
TEL: 865-9079

Grange Herald
45 Exchange Street
Portland, ME 04101
TEL: 772-8577

Gray News
Lewiston Road
Gray, ME 04039
TEL: 657-2200

Greater Portland Landmarks
165 State Street
Portland, ME 04101
TEL: 774-5561

Houlton Pioneer Times
23 Court Street
Houlton, ME 04730
TEL: 532-2281

Irregular
Sugarloaf Access Road
Kingfield, ME 04947
TEL: 237-2773

Island Ad-Vantages
Main Street
Stonington, ME 04681
TEL: 367-2200

Jackman Journal
P.O. Box 418
Greenville, ME 04441
TEL: 668-7637

Journal Tribune
Alfred Road
Biddeford, ME 04005
TEL: 282-1535

Katahdin Times
202 Penobscot Avenue
Millinocket, ME 04462
TEL: 723-8118

Kennebec Journal
274 Western Avenue
Augusta, ME 04330
TEL: 623-3811

Labor Record of Maine
68 Craige Street
Portland, ME 04102

Lewiston Sun-Journal/Sunday
104 Park Street
Lewiston, ME 04240
TEL: 784-5411

Limelite
20 Acres Highway
Caribou, ME 04736
TEL: 496-3251

Lincoln News
W. Broadway, Box 35
Lincoln, ME 04457
TEL: 794-6532

Machias Valley News Observer
31 Broadway
Machias, ME 04654
TEL: 255-6561

Maine Sunday Telegram
390 Congress Street
Portland, ME 04101
TEL: 775-5811

Maine Times
41 Main Street
Topsham, ME 04086
TEL: 729-0126

Maine-ly Sports
142 High Street
Portland, ME 04101
TEL: 761-1664

Merrymeeting Standard
41 Main Street
Richmond, ME 04357
TEL: 737-8535

Moosehead Messenger
P.O. Box 418
Greenville, ME 04441
TEL: 695-3077

Moving
237 Oxford Street
Portland, ME 04101
TEL: 774-4360

Nemi Publishing Co.
Route 2
Farmington, ME 04938
TEL: 778-2075

New Gloucester News
P.O. Box 102
New Gloucester, ME 04260
TEL: 926-4036

Observer
Union Square
Dover-Foxcroft, ME 04426
TEL: 564-8355

Patroller
145 Maine Street
Brunswick, ME 04011
TEL: 725-2811

Pejebscot Cryer
145 Maine Street
Brunswick, ME 04011
TEL: 725-2811

Penobscot Bay Press
Main Street, P.O. Box 36
Stonington, ME 04681
TEL: 367-2200

Penobscot Times, Inc.
400 No. Main Street
P.O. Box 451
Old Town, ME 04468
TEL: 827-4451

Portland Business Journal
57 Exchange Street, Suite 403
Portland, ME 04101
TEL: 772-9778

Portland Press Herald
390 Congress Street
Portland, ME 04101
TEL: 775-5811

Lewiston Monthly
9 Union Street
Lisbon Falls, ME 04252
TEL: 353-4324

Quoddy Tides
23 Water Street
Eastport, ME 04631
TEL: 853-4806

Real Maine People
142 High Street
Portland, ME 04101
TEL: 761-1664

Republican Journal
Main Street, P.O. Box 327
Belfast, ME 04915
TEL: 338-3333

Rumford Falls Times
89 Congress Street
Rumford, ME 04276
TEL: 364-7893

Sanford News
6 School Street
Sanford, ME 04073
TEL: 324-5986

Shopping Notes
70B Main Street
Yarmouth, ME 04096
TEL: 846-4112

Somerset Reporter Co.
Water Street
Skowhegan, ME 04976
TEL: 474-9555

St. Croix Courier
North Street
Calais, ME 04619
TEL: 454-7677

St. John Valley Publishing
696 W. Main Street
P.O. Box 419
Madawaska, ME 04756
TEL: 728-3336

Star Herald
519 Main Street
Presque Isle, ME 04769
TEL: 768-5431

Sweet Potato
P.O. Box 385 DTS
Portland, ME 04112
TEL: 775-5991 (Business)
TEL: 775-5994 (Editorial)

Times Record
Industry Road
Brunswick, ME 04011
TEL: 729-3311

Town Crier
Elm Street
Milo, ME 04463
TEL: 943-7384

The Travelor
62 So. High Street
Bridgton, ME 04009
TEL: 647-3421

Waldo Independent
Main Street
Belfast, ME 04915
TEL: 338-5100

Waterville Morning Sentinel
25 Silver Street
Waterville, ME 04901
TEL: 873-3341

Weekly Packet
Main Street
Blue Hill, ME 04614
TEL: 374-5643

Weekly Shopper
55 Washington Street, Penobscot Plaza
Bangor, ME 04401
TEL: 942-1335

Wiscasset Newspaper
Rundlette-Page Block
Wiscasset, ME 04578
TEL: 882-6355

Wise-Guide
615-A Forest Avenue
Portland, ME 04101
TEL: 774-1900

York County Coast Star
Route 1
Kennebunk, ME 04043
TEL: 985-2961

York Weekly, Inc.
17 Woodbridge Road, P.O. Box 7
York, ME 03909
TEL: 363-4343

PHOTOGRAPHERS

Abramson, Dean
P.O. Box 610
Raymond, ME 04071
TEL: 655-7386

Aerial Photography of Maine
1 Commercial Road
Scarborough, ME 04074
TEL: 883-5183

Agrafiotis, Sandy
Emery's Bridge Road
South Berwick, ME 03908
TEL: 676-2728

Allen, Jack
13 Portland Road
Gray, ME 04039
TEL: 657-2293

Architectural Photography
491 Main Street
Rockland, ME 04841
TEL: 596-6166

Atmore, Samuel L.
21 Boutelle Avenue
Waterville, ME 04901
TEL: 873-7572

Ayotte, Larry
1337 Hammond Street
Bangor, ME 04401
TEL: 947-1631

Ayres, Christopher
Wilson Road
Pownal, ME 04069
TEL: 688-4480

Bangor Photographic Services
Broadway Shopping Center
Bangor, ME 04401
TEL: 942-6728

Barker, James
89 High Street
Belfast, ME 04915
TEL: 338-1449

Barter, Robert
15 Atlantic Avenue
Boothbay Harbor, ME 04538
TEL: 633-4123

Bedell, Steve, Photography
173 Main Street
Biddeford, ME 04005
TEL: 282-6219

Bell, Steve
90 Church Street
Ellsworth, ME 04605
TEL: 667-7568

Bernsau, W. Marc
198 Main Street
Springvale, ME 04083
TEL: 324-1741

Blackwood, William
P.O. Box 125
Jonesport, ME 04649
TEL: 497-2425

Blouin, Craig
Ogunquit Road
No. Berwick, ME 03906
TEL: 676-3719

Bohlin, Sheila
Route 201
Topsham, ME 04086
TEL: 833-5244

Bonjour, Jon
496 Congress Street
Portland, ME 04101
TEL: 773-5398

Brenda's Studio of Photography
Mitchell Hill Road
Gorham, ME 04038
TEL: 839-6398

Brundage, Kip
66 Union Street
Belfast, ME 04915
TEL: 338-5210

Campbell, Chuck, Photography
652-B Congress Street
Portland, ME 04101
TEL: 773-5436

Cargill, Del, Photography
33 Longfellow Drive
Westbrook, ME 04092
TEL: 854-4831

Carter, Nina Fuller, Photography
40 Elm Street
Portland, ME 04101
TEL: 772-0864

Chretien Studio
95 Glenwood Avenue
Westbrook, ME 04092
TEL: 856-6298

Church, C.C., Photography
547-A Congress Street
Portland, ME 04101
TEL: 773-4812

Clark's Studio
37 Bangor Street
Augusta, ME 04330
TEL: 622-1078

Cooper Photography
12 Haven Court
Presque Isle, ME 04769
TEL: 764-0425

Cough, Patrick
P.O. Box 5
Old Town, ME 04468
TEL: 827-7004

Curtsinger, Bill
144 Pine Street
Portland, ME 04102
TEL: 761-0955

The Dahle House
130 Main Street
Biddeford, ME 04005
TEL: 283-4439

Daigle, Velma
1 Meadow Lane
Fort Kent, ME 04743
TEL: 834-3106

Daniels Studio
108 Main Street
Norway, ME 04268
TEL: 743-8371

Dearborns Studio
1385 Congress Street
Portland, ME 04102
TEL: 773-0331

Devenney, Joe
Route 32
Jefferson, ME 04348
TEL: 549-7693

Dewaters, Jere
100 Lexington Avenue
Portland, ME 04103
TEL: 797-6997

Ditton, Dick
152 Allen Avenue
Auburn, ME 04210
TEL: 783-1947

Dreyfuss, Caryn
29 Clifton Street
Portland, ME 04101
TEL: 774-9534

Dubois, Suzanne
25 Grove Street
Lewiston, ME 04240
TEL: 784-7609

Dunn, William
8 Spring Street
Houlton, ME 04730
TEL: 532-2157

Durrance, Dick II
Dolphin Ledge
Rockport, ME 04856
TEL: 236-3990

Eide, John
10 Channel Road
So. Portland, ME 04106
TEL: 799-7788

Elvidge, Ed
44 1/2 Hancock Pl.
Bar Harbor, ME 04609
TEL: 288-5101

Emery Studio
Horseback Road
Carmel, ME 04419
TEL: 848-3282

Etnier, David
22 Deering Street
Portland, ME 04101
TEL: 772-4691

Farmer, Bonnie
Route 1
Rockport, ME 04856
TEL: 236-9069

Farnham, Rhonda
82 Park Avenue
Portland, ME 04101
TEL: 773-3549

Farnum, Merry
55 Pleasant Hill Road
Falmouth, ME 04105
TEL: 797-0141

Fazio, Stephen
25 W. Kidder Street
Portland, ME 04103
TEL: 871-7031

First Exposure
256 Lisbon Street
Lewiston, ME 04240
TEL: 782-5372

Ficksman, Peter
468 Fore Street
Portland, ME 04101
TEL: 773-3555

Flaherty, Ted
370 Pride Street
Westbrook, ME 04092
TEL: 797-5627

Fleshner Photography
11 Exchange Street
Portland, ME 04101
TEL: 797-5982

Gumbo Photography
543 Sawyer Street
So. Portland, ME 04106
TEL: 767-5622

Hall, Carroll
56 Mildred Avenue
Bangor, ME 04401
TEL: 942-0898

Hersom, Gordon, Studios
Oak Hill Plaza
Scarborough, ME 04074
TEL: 883-6406

Hipple, Edward
Riverbank Road
Ogunquit, ME 03907
TEL: 646-2775

Hire, Terry
28 Union Street
Belfast, ME 04915
TEL: 338-4789

Hogan, Debbie
Bangor Road
Ellsworth, ME 04605
TEL: 667-8633

Huston, Ronald
20 Congress Street
Rumford, ME 04276
TEL: 364-2730

Hylander, Robert J.
Town Hill
Bar Harbor, ME 04609
TEL: 288-3062

Imagesmith Photography, The
P.O. Box 97, Lighthouse Road
Swan's Island, ME 04685
TEL: 526-4130

Israel, Glen, Studio
40 Elm Street
Portland, ME 04101
TEL: 772-8171

Jalbert Photography
18 Market Street
Fort Kent, ME 04743
TEL: 834-3983

Jamison, L. Murray
McDowell Road
Washington, ME 04574
TEL: 845-2569

Johnson, Donald E.
560 Cumberland Avenue
Portland, ME 04101
TEL: 774-8850

Jones, Tom, Photography
89 Pleasant Street
Brunswick, ME 04011
TEL: 725-5238

Kern, William L.
417 Auburn Street
Portland, ME 04103
TEL: 797-7674

Kippax, Lynn & Associates, Inc.
Pier Road, P.O. Box 1111
Kennebunkport, ME 04046
TEL: 976-3274 or 283-5222

Klopfenstein, M. David
King Row
Deer Isle, ME 04627
TEL: 348-2538

Klyne Stuido
212 Howard Street
Bangor, ME 04401
TEL: 942-3190

Knapp, Fred L.
Slipps Second Pt.
Princeton, ME 04668
TEL: 796-2600

Knaut, Paul
Pine Street
Dover-Foxcroft, ME 04426
TEL: 564-2133

Kostis, Donna
P.O. Box 319
Springvale, ME 04083
TEL: 324-1684

Kucine Photography Studio
100 Commercial Street
Thomas Block
Portland, ME 04102
TEL: 773-2568

L A Photography
1337 Hammond
Bangor, ME 04401
TEL: 947-1631

Litchfield, Story
Potato Patch
Northeast Harbor, ME 04662
TEL: 276-5381

Loring Studios
6 City Center
Portland, ME 04101
TEL: 772-0821

Loring Studios
196 Lisbon Street
Lewiston, ME 04240
TEL: 782-2601

Loubier, Joseph
Old Lisbon Road
Sabattus, ME 04280
TEL: 375-6580

Luce Studio
158 South Main Street
Farmington, ME 04938
TEL: 778-4920

Luise, Paul J.
P.O. Box 45
Limington, ME 04049
TEL: 637-2547

Lydon, Michael
83 Grandview Avenue
So. Portland, ME 04106
TEL: 774-4249

Macomber, Inc., Peter Macomber & Mark Rockwood Photographers
39 Exchange Street
Portland, ME 04101
TEL: 772-1208

Magro, Benjamin
2 Mechanic Street
Camden, ME 04843
TEL: 236-4774

Maine Image, The
18 Common Street
P.O. Box 597
Waterville, ME 04901
TEL: 872-8399

Maineline Studio
151 Main Street
Calais, ME 04619
TEL: 454-3902

Maines, Steve, Photography
999 Sawyer Road
Cape Elizabeth, ME 04107
TEL: 767-5100

Margo, Benjamin
2 Mechanic Street
Camden, ME 04843
TEL: 236-4774

Marshall Plan, The
Mansard Punkin Vly.
W. Bridgton, ME 04009
TEL: 647-8007

Mayne Studio, The
129 Free Street
Portland, ME 04101
TEL: 775-6022

McIntire, Bob
29 Water Street
Orono, ME 04473
TEL: 866-3005

McKee, John
RD 1, Box 1419
Brunswick, ME 04011
TEL: 725-7431

Mecca, Vincent
Sprague Road
Washington, ME 04574
TEL: 845-2324

Melo, Michael
Bald Hill Cove
Winterport, ME496
TEL: 223-8894

Mitchell, Robert
7 Sherman Street, P.O. Box 40
Boothbay Harbor, ME 04538
TEL: 633-3136

Morin, Donald V., Photographer
Day's Cor.
Monmouth, ME 04259
TEL: 946-5467

Morrelli, Thomas
488 Mt. Hope
Bangor, ME 04401
TEL: 942-1916

Muir, Joe
40 Elm Street
Portland, ME 04101
TEL: 772-0864

Nichols, Richard
64 Lower Main Street
Fairfield, ME 04937
TEL: 473-7707

Northlight Potraits
284 Mill Street
Auburn, ME 04210
TEL: 784-2410

Northstar Photography
54 Columbia Street
Bangor, ME 04401
TEL: 947-4590

NP Studios
880 No. Main Street
Brewer, ME 04412
TEL: 989-7468

Olan Mills
Mall Plaza Shopping Center
So. Portland, ME 04106
TEL: 775-6137

Olsen, John A.
P.O. Box 245
Bailey Island, ME 04003
TEL: 883-6615

One of a Kind
Terminal Street, Industrial Park
Westbrook, ME 04092
TEL: 854-1257

Paul's Photo
W. Poland Road
Oxford, ME 04270
TEL: 539-4568

Perry, Scott
Route 1, Box 1338
Farmington, ME 04938
TEL: 778-6731

Photography Gallery, The
50 Fairlawn Avenue
So. Portland, ME 04106
TEL: 799-8960

Photography By Carter
Highland Road
North Windam, ME 04062
TEL: 892-9282

Photography by Duane
E. Presque Isle Road
Caribou, ME 04736
TEL: 496-7101

Photoworks
143 College Avenue
Waterville, ME 04901
TEL: 872-6068

Pierce Studio
14 Pleasant Street
Brunswick, ME 04011
TEL: 725-7651

Poisson, Norman
363 Pleasant Street
Lewiston, ME 04240
TEL: 783-2734

Portland Studio
85 York Street
Portland, ME 04101
TEL: 761-0853

Raabe Rand Photography
22 Robinson Road
Scarborough, ME 04074
TEL: 883-3003

Robidoux, Barbara
RFD 2, Box 334
Union, ME 04101
TEL: 763-3211

Rode-Crichton, Lorna
RFD 1, Box 2
Liberty, ME 04949
TEL: 589-4338

Rodrigue, Dan, Photography
Town Landing Road
Dresden, ME 04342
TEL: 737-8636

Roos, Warren
2 Berton Place
135 Somerset Street
Portland, ME 04101
TEL: 773-3711

Royall Photography
145 Maine Street
Brunswick, ME 04011
TEL: 729-8266

Rubicam, Stephen
14 Atlantic Avenue
Boothbay Harbor, ME 04538
TEL: 633-4125

Searles, Julie
River Road
Solon, ME 04979
TEL: 643-2332

Shutterbug of Maine, The
11 Shepley Street
Portland, ME 04101
TEL: 775-4356

Silverline Studio
45 Rawson Avenue
Camden, ME 04843
TEL: 236-4244

Simons Photographic
Route 41
Readfield, ME 04355
TEL: 685-9275

Sinclair, D.C., Photography
76 Elm Street
Portland, ME 04101
TEL: 772-6161

Sirabella Studio
11 Washington Street
Brewer, ME 04412
TEL: 989-4800

Smith, Mason Philip
519 Congress Street
Portland, ME 04101
TEL: 772-1616

Sommerville, William
Jordan Harbor Road
Winter Harbor, ME 04693
TEL: 963-7381

Spaulding, Matt
49 Dartmouth Street
Portland, ME 04101
TEL: 772-4725

Stevens, Craig
Box 183
Rockport, ME 04856
TEL: 236-4075

Stevens, Earl
25 Belmeade Road
Portland, ME 04101
TEL: 774-7053

Stevensen, Jeffrey, Studio
496 Congress Street
Portland, ME 04101
TEL: 773-5175

Stuart, Paul, Photography
24 Exchange Street
Portland, ME 04101
TEL: 774-7188

Studio 399
399 Fore Street
Portland, ME 04101
TEL: 761-2966

Sullivan Photo & Train Cente
736 Forest Avenue
Portland, ME 04103
TEL: 773-0146

Tanabe, John, Photography
468 Fore Street
Portland, ME 04101
TEL: 773-8899

Tannery Hill Studios Inc.
2 Middlesex Road
Topsham, ME 04086
TEL: 725-5689

Thornton, John Jr.
P.O. Box 79
Stckton Springs, ME 04981
TEL: 567-3202

Thuss Photography
407 Main Street
Rockland, ME 04841
TEL: 596-0603

Triangle Photo Graphics
Oak Street
Greene, ME 04236
TEL: 946-7303

Trueworthy, Nance
P.O. Box 8353
Portland, ME 04104
TEL: 774-6181

Tuemmler, Stretch, Studio
45 Casco Street
Portland, ME 04101
TEL: 871-0350

Ury, Randy
Box 121
E. Baldwin, ME 04024
TEL: 787-3711

Van Den Brink, Brian
10 Summer Street, P.O. Box 419
Rockport, ME 04856
TEL: 236-4035

Voscar
93 Hardy Street
Presque Isle, ME 04769
TEL: 769-5911

Walas, Jack
71 Sherman Avenue
Bangor, ME 04401
TEL: 942-5346

Walker, Dave
Dixfield Commons Road
Dixfield, ME 04224
TEL: 562-4408

Walt Lewis Productions
161 Brighton Avenue
Portland, ME 04102
TEL: 773-4836

Warner, Richard
249 Broadway
Rockland, ME 04841
TEL: 594-5702

Windham Portraits
Windham Mall
No. Windham, ME 04062
TEL: 892-3787

Winkler Photography
RFD 1, Box 684
Riggs Road Terrace
Casco, ME 04015
TEL: 655-7599

Wise, John
Island Avenue
Peaks Island, ME 04108
TEL: 766-2919

Woisard, Ken
Box 533
E. Blue Hill, ME 04614
TEL: 374-5174

PRINTERS

ACME Press
142 Summer Street
Biddeford, ME 04005
TEL: 284-5442

ACME Press Quick Copy Center, Inc.
60 Portland Road, U.S. Route 1
Kennebunk, ME 04043
TEL: 985-2548

Action Printing Service
Route 302
Windham, ME 04062
TEL: 892-8306

Albison's Print Shop
114 Bangor Street
Augusta, ME 04330
TEL: 622-1941

Allen Business Forms Co.
722 Congress Street
Portland, ME 04102
TEL: 772-0312

Alrose Printing & Graphics
200 Anderson Street
Portland, ME 04101
TEL: 774-9329

Anthoensen Press
P.O. Box 4726
37 Exchange Street
Portland, ME 04101
TEL: 774-3301

Aroostook Print Shop
18 Bangor Street
Houlton, ME 04730
TEL: 532-3232

Associated Graphics
142 High Street
Portland, ME 04101
TEL: 772-6116

Atkins Printing Service
155 Main Street
Waterville, ME 04901
TEL: 872-5565

Atlantic Coastal Printing
200 Elm Street
Biddeford, ME 04005
TEL: 284-4328

Augusta Print Shop
6 Bangor Street
Augusta, ME 04330
TEL: 622-0262

B & B Printing & Word Processing
202 Penobscot Square
Brewer, ME 04412
TEL: 989-5266

Bacon Printing And Paper Company
1070 Hammond Street
Bangor, ME 04401
TEL: 942-5593 or
1-800-432-1675

Bangor Letter Shop
80 Columbia Street
Bangor, ME 04401
TEL: 945-9311

Bath Printers, Inc.
44 Front Street
Bath, ME 04530
TEL: 443-3411

Bay View Business Center, Inc.
27 Mystic Street
Camden, ME 04843
TEL: 236-4282

Big Red Q Quickprint Centers
146 Ocean Street
So. Portland, ME 04106
TEL: 799-5767

Big Red Q Quickprint Centers
Don Rich Plaza
No. Windham, ME 04062
TEL: 892-8306

Big Red Q Quickprint Centers
498 Congress Street
Portland, ME 04101
TEL: 772-4970

Black, J.A., Co.
Searsport Avenue
Belfast, ME 04915
TEL: 338-4040

Borduas Screen Printing
66 Cove Street
Portland, ME 04101
TEL: 773-8362

Bowker Printing & Graphics
131 Washington Avenue
Portland, ME 04101
TEL: 774-4784

Brown Fox Printing
253 U.S. Route 1
Scarborough, ME 04074
TEL: 883-9525

Brownie Press
57 High Street
Portland, ME 04101
TEL: 779-3519

Burr Printing Co.
82 Central Street
Bangor, ME 04401
TEL: 942-2191

Camden Printing
Highland Mill Mall
Camden, ME 04843
TEL: 236-4112

Camera Ready Printing
RFD 2, Box 1304
Augusta, ME 04330
TEL: 622-4459

Capitol Printing Co.
20 Glen Street
Augusta, ME 04330
TEL: 622-1062

Carrabassett Printers
Main Street
No. Anson, ME 04958
TEL: 635-2332

Casco Printing Co.
25 Bradley Drive
Westbrook, ME 04092
TEL: 856-6166

City Job Print
173 Main Street
Waterville, ME 04901
TEL: 872-6421

Coastal Business Center
Water Street
Wiscasset, ME 04578
TEL: 882-7197

Coastal Printing Co.
402 Forest Avenue
Portland, ME 04101
TEL: 775-0614

Colonial Offset Printing, Inc.
675 Forest Avenue
Portland, ME 04103
TEL: 772-6140

Color-Ad, Inc.
1 Independence Drive
Freeport, ME 04032
TEL: 865-3822

Commerical Printing Co.
Kennebec Road
Machias, ME 04654
TEL: 255-3621

Commerical Screenprint
114 Main Street, P.O. Box 1205
Bangor, ME 04401
TEL: 942-2862

Cowles Business Forms, Inc.
57 Portland Road
Kennebunk, ME 04043
TEL: 1-800-323-3371

Curry Copy Center of Portland
10 City Center
Portland, ME 04101
TEL: 772-5897

Cushing Printing Co.
652 Main Street
Westbrook, ME 04092
TEL: 854-4543

Custom Printers
261 Main Street
Caribou, ME 04736
TEL: 492-6431

Dale Band Printing
102 Portland Street
Portland, ME 04101
TEL: 773-8198

Daniels Graphics & Printing
441 Congress Street
Portland, ME 04101
TEL: 773-7123 or 761-1585

Dimensional Design
194 Turner Street
Auburn, ME 04210
TEL: 782-5888

Dingley Press
10 Hunter Road
Freeport, ME 04032
TEL: 865-3124

Donnelley R R & Sons Co.
1 Portland Pier
Portland, ME 04101
TEL: 775-1133

Dorion's Printing Service
537 Kennebec Street
Rumford, ME 04276
TEL: 364-8889

Downeast Graphics & Printing, Inc.
150 Main Street
Ellsworth, ME 04605
TEL: 667-8844

Dunstan Press
681 Route 1
Scarborough, ME 04074
TEL: 883-3108

Eagle Publishing Co., Inc.
174 Water Street
Gardiner, ME 04345
TEL: 582-2266

Eastern Thermographers
770 Congress Street
Portland, ME 04102
TEL: 772-5481

Edison Press, Inc.
23 High Street
Sanford, ME 04073
TEL: 324-5410

Fairfield Printing Co.
15 Savage Street
Fairfield, ME 04937
TEL: 453-7529

Falcon Press
45 Hutchins Street
Auburn, ME 04210
TEL: 784-4041

Forest City Printing Co.
435 Cottage Road
So. Portland, ME 04106
TEL: 799-1571

Furbush-Roberts Printing Co., Inc.
435 Odlin Road
Bangor, ME 04401
TEL: 945-9409

Gardiner Print & Copy Shop
304 Water Street
Gardiner, ME 04345
TEL: 582-5022

Gateway Press, Inc.
W. Broadway
Lincoln, ME 04457
TEL: 794-6532

Gazette Printing Services
Main Street
Dexter, ME 04930
TEL: 924-7402

Globe Printing Service
55-C Main Street
Lincoln, ME 04457
TEL: 794-2973

Gold Eagle Press
95 Chestnut Street
Westbrook, ME 04092
TEL: 854-4412

Golden Offset
801 Middle Street
Bath, ME 04530
TEL: 443-2631

Goodridge's Screen Printing
Main Street
Coopers Mills, ME 04341
TEL: 549-7057

Gorham Press
15 State Street
Gorham, ME 04038
TEL: 839-2662

Grace Press, The
24 Lunt Road
Falmouth, ME 04105
TEL: 781-4315

Graphics & Printing, Inc.
245 Gorham Road
Scarborough, ME 04074
TEL: 883-5194

Guidi Graphics
65 Forest Avenue
Portland, ME 04101
TEL: 774-8191

H.P. Snowman, Inc.
408 Harlow Street
P.O. Box 184
Bangor, ME 04401
TEL: 945-3841
TEL: 945-5778

Hallowell Printing Co.
145 Water Street
Hallowell, ME 04347
TEL: 623-1161

Harbor Print Shop
2 Union Street
Boothbay Harbor, ME 04538
TEL: 633-4176

Heritage Printing Co.
Porter Hill
Farmington, ME 04938
TEL: 778-3581

Holy Printing Corp.
120 Main Street
Biddeford, ME 04005
TEL: 284-5531

Hood's Mailing & Printing, Inc.
Cross Street
Lewiston, ME 04240
TEL: 783-1484

House of Falmouth/Cobb Printing
425 Main Street
Westbrook, ME 04092
TEL: 854-2591

Howland's Printing
76-78 No. Main Street
Old Town, ME 04468
TEL: 827-3804

Hoy Printing Company
120 Main Street
Biddeford, ME 04005
TEL: 284-5531

Humboldt National Graphics, Inc.
P.O. Box 2880, 7 Ocean Street
So. Portland, ME 04106
TEL: 799-1344

Ideal Printing Service
11 Oak Street
Augusta, ME 04330
TEL: 623-1888

Impressive Printing, Inc.
803 Forest Avenue
Portland, ME 04103
TEL: 773-9692

J. H. French & Son
Church Road
Brunswick, ME 04011
TEL: 725-2251

JKS Copy Printers
29 Main Street
Belfast, ME 04915
TEL: 338-2913

Journal Press
Northport Avenue
Belfast, ME 04915
TEL: 338-2110

Karl's Kopy
23 Central Street
Bangor, ME 04401
TEL: 942-7886

Kinko's Copies
295 Forest Avenue
Portland, ME 04101
TEL: 773-3177

Knowlton & McCleary Co.
1-5 Church Street
Farmington, ME 04938
TEL: 778-6543

Lakeside Printers
21 Winter Street
Rockland, ME 04841
TEL: 594-5216

Letter Systems Printing
52 Water Street
Hallowell, ME 04347
TEL: 622-7126

Lezly Graphics
36 Pascal Avenue
Rockland, ME 04841
TEL: 236-2896

Lincoln Press Corp.
8 Morris Street
Sanford, ME 04073
TEL: 324-4550

Little Letter Press
RFD 2, Box 330
Brooks, ME 04921
TEL: 722-3112

Loring Bank Stationers
P.O. Box 177, U.S. Route 1
Yarmouth, ME 04096
TEL: 846-3344

Maine Printing
P.O. Box 370
Warren, ME 04864
TEL: 273-2818

Maine Printing Exchange
102 Exchange Street
Portland, ME 04101
TEL: 774-6116

Marks Printing House
34 Diamond Street
Portland, ME 04101
TEL: 772-4573

McCarthy, J.S. Co., Inc.
P.O. Box 5120
Augusta Business Park
15 Barin Drive
Augusta, ME 04330
TEL: 622-6241

Milo Printing Co.
Elm Street
Milo, ME 04463
TEL: 943-7384

Minute Main Press
550 Congress Street
Portland, ME 04101
TEL: 774-5170

Modern Screen Print
69 Hillside Avenue
Bangor, ME 04401
TEL: 945-6284

Moore Business Forms, Inc.
611 Hammond Street
Bangor, ME 04401
TEL: 947-3185

Moore Business Forms
Foreside Mall
Falmouth, ME 04105
TEL: 781-4882

Nelson's Print Shop
River Road
W. Baldwin, ME 04091
TEL: 625-3339

North Maine Printers
No. Main Street
Guilford, ME 04443
TEL: 876-4098

Northeast Reprographics
80 Central Street
Bangor, ME 04401
TEL: 947-8049

Northern Graphics
162 E. Main Street
Madawaska, ME 04756
TEL: 728-7136

Northern Printers
324 Main Street
Presque Isle, ME 04769
TEL: 769-1231

Oxford Group, The
2 Bridge Street
Norway, ME 04268
TEL: 743-8958

Oxford Group
45 Exchange Street
Portland, ME 04101
TEL: 773-8893

Oxford Printing Co.
62 Main Street
Dixfield, ME 04224
TEL: 562-8252

Penmor Lithographers, Inc.
8 Lexington Street
Lewiston, ME 04240
TEL: 784-1341

Penobscot Bay Press
Main Street
Blue Hill, ME 04614
TEL: 374-5643

Penobscot Bay Press
Main Street
Stonington, ME 04681
TEL: 367-2200

Pilot Press, Inc.
53 Darling Avenue
So. Portland, ME 04106
TEL: 772-2622

Pine Tree Print Shop
387 E. Main Street
Ellsworth, ME 04605
TEL: 667-2542

Pioneer Print, Inc.
330 Water Street
Ellsworth, ME 04605
TEL: 667-2257

Pip Printing
417 Congress Street
Portland, ME 04101
TEL: 774-0093

Pip South Portland Printing
12 Atlantic Place
So. Portland, ME 04106
TEL: 774-5833

Plumer, Mary, Print Shop
16 Warren Street
Hallowell, ME 04347
TEL: 622-1812

Porcupine Press, The
Main Street
Ogunquit, ME 03907
TEL: 646-5491

Portland Instant Printing
45 Wharf Street
Portland, ME 04101
TEL: 774-6349

Portland Lithograph Co.
1600 Congress Street
Portland, ME 04102
TEL: 772-0131

Portland Speedy Printing
135 Somerset Street
Portland, ME 04101
TEL: 775-6378

Postal Instant Press
195 Main Street
Lewiston, ME 04240
TEL: 784-5767

Pride Printing
41 Herchel Street
Caribou, ME 04736
TEL: 496-0941

Print Quick of Yarmouth
16 U.S. Route 1
Yarmouth, ME 04096
TEL: 846-9567

Print Works
The Print/Graphics Department
Northeast Publishing Co.
P.O. Box 510
Skyway Industrial Park
Presque Isle, ME 04769
TEL: 764-4471

Print World
726 Forest Avenue
Portland, ME 04103
TEL: 772-0205

Printer's Inc.
215 Congress Street
Portland, ME 04101
TEL: 775-5919

Printex
P.O. Box 1348
Wells, ME 04090
TEL: 646-8054

Printex Systems
477 Congress Street
Portland, ME 04101
TEL: 773-8001

Production Planning Associates
108 Lexington Avenue
Portland, ME 04103
TEL: 797-0458

Quality Press, Inc.
80 Main Street
Kennebunk, ME 04043
TEL: 985-3742

Quality Printers
205 Center Street
Bangor, ME 04401
TEL: 942-3541

Quick Brown Fox Printing
253 U.S. Route 1
Scarborough, ME 04074
TEL: 883-9525

Quickprint
496 Congress Street
Portland, ME 04101
TEL: 772-4970

Quickprint Color Center
510 Main Street
Saco, ME 04072
TEL: 282-5145 or 282-6480

Quickprint Plus
949 Brighton Avenue
Portland, ME 04102
TEL: 772-9655

R & W Engraving & Laminating, Inc.
60 Portland Road, U.S. Route 1
Kennebunk, ME 04043
TEL: 985-2548

Regal Printing
75 Washington Street
Ellsworth, ME 04605
TEL: 667-5227

Rockport Blueprint
Highland Mill Mall
Camden, ME 04843
TEL: 236-2696

Rockport Blueprint
24 Main Street
Belfast, ME 04915
TEL: 338-1620

Royal Printing Service
55 Main Street
Pittsfield, ME 04967
TEL: 487-5341 or 487-3033

Sabin & Sons Offset Printing
161 Stillwater Avenue
Bangor, ME 04401
TEL: 947-4261

Saco Printing Co.
743 Portland Road
Saco, ME 04072
TEL: 283-1411

Screen Printing Co., Inc.
240 Bartlett Street
Lewiston, ME 04240
TEL: 782-3919

Seacoast Printing Services
51 Brown Street
Kennebunk, ME 04043
TEL: 985-6246

Seavey Printers, Inc.
34 Diamond Street
Portland, ME 04101
TEL: 774-1456

Shagbark Press, The
435 Cottage Road
So. Portland, ME 04106
TEL: 767-2324

Sir Speedy
137 Kennebec Street
Portland, ME 04101
TEL: 761-0041

Skowhegan Press
121 Water Street
Skowhegan, ME 04976
TEL: 474-3784

Spectrum Printing & Graphics, Inc.
Industrial Park Road
P.O. Box 856
Saco, ME 04072
TEL: 284-6173

Speedy Print
11 Central Street
Bangor, ME 04401
TEL: 947-2736

Spencer Press, Inc.
90 Spencer Drive
Wells, ME 04090
TEL: 646-9926

Standard Register, Inc.
550 Forest Avenue
Portland, ME 04101
TEL: 775-1276

The Printers
65 Water Street
Skowhegan, ME 04976
TEL: 474-6253

The Printery
Route 302
Bridgton, ME 04009
TEL: 647-8182

Thompson L.H., Inc.
20 So. Main Street
Brewer, ME 04412
TEL: 1-800-432-1676 or
989-3280

Tower Publishing
34 Diamond Street
Portland, ME 04101
TEL: 774-98[illegible]3

Tufts Bros. Printers
170 Summer Street
Lewiston, ME 04240
TEL: 784-1538

Twin City Printery, Inc.
Westminster Street
Lewiston, ME 04240
TEL: 784-9181

Village Press
15 Summer Street
Freeport, ME 04032
TEL: 865-4588

Vittorioso, Alan
P.O. Box 1362
Scarborough, ME 04074
TEL: 883-6980

Western Maine Graphics
1 Madison Avenue
Oxford, ME 04270
TEL: 743-8225

Wiggin Press
22 Lamb Street
Westbrook, ME 04092
TEL: 854-5086

Wilson's Printers
2 School Street
Sanford, ME 04073
TEL: 324-2439

Wilton Printed Products
Main Street
Wilton, ME 04294
TEL: 645-2798

Woodland Studios
Morgan Bay Road
Surry, ME 04684
TEL: 667-3286

Woodworth's Printing Emporium
18 Main Street
Yarmouth, ME 04096
TEL: 846-5511

Word Shop, The
2 Mill Street
Orono, ME 04473
TEL: 866-7003

Workshop Printing & Mfg. Co.
Upper Pine Street
Lisbon, ME 04250
TEL: 353-8877

X-Press Copy Service
48 Free Street
Portland, ME 04101
TEL: 775-2444

PRINTING CONSULTANT

Leether Printing & Production Consultants
P.O. Box 415, Congress Street
Portland, ME 04101
TEL: 775-5090

PUBLIC RELATIONS

Ashley Public Relations
P.O. Box 824
Maine District Court Building
Butler Street
Springvale, ME 04083
TEL: 324-2779

Carter, Paul
465 Congress Street, Suite M
Portland, ME 04101
TEL: 775-1008

Christie, John, Associates
86 Winthrop Street
Augusta, ME 04330
TEL: 622-1595

Cohen-Herman Associates
71 Sewall Street
Augusta, ME 04330
TEL: 622-1777

Commonwealth Marketing & Research
415 Congress Street, Suite 415
Portland, ME 04101
TEL: 772-3648

Conover and Company Public Relations
305 Commerical Street #203
Portland, ME 04101
TEL: 775-2133

Creative Associates
94 Auburn Street
Portland, ME 04103
TEL: 797-7799

Eastland Associates
9 Union Street
Lisbon Falls, ME 04250
TEL: 353-4325

Hansen & Co.
P.O. Box 7633 DTS
60 Elm Street
Portland, ME 04101
TEL: 761-5610

Hanton E. Michael
Beech Hill Road
Blue Hill, ME 04614
TEL: 374-5397

Hyde, Christopher, Communications
4394 Beech Hill Road, RR 4
Freeport, ME 04032
TEL: 865-9681

Kay, William
New Meadows Road
W. Bath, ME 04530
TEL: 443-6537

Last Word, The
Public Relations & Advertising
P.O. Box 178
Blue Hill, ME 04614
TEL: 374-9913

Maine Public Affairs, Inc.
2 Central Plaza
Augusta, ME 04330
TEL: 623-4000

Marshall, Richard
The Mansard Punkin Vly.
W. Bridgton, ME 04009
TEL: 647-8007

McIntire, Bob
P.O. Box 133, 29 Water Street
Orono, ME 04473
TEL: 866-3005

McLoughlin, Jas G.
P.O. Box 310
Brunswick, ME 04011
TEL: 729-1606

Michaud, J., Associates
P.O. Box 977
Blue Hill, ME 04614
TEL: 359-8536

Multicorp
P.O. Box 68
Orrs Island, ME 04066
TEL: 833-5476

Palmquist, Ron, Public Relations
16 Glen Avenue
Cape Elizabeth, ME 04107
TEL: 799-1761

Rhodes, John D., Associates
121 Maine Street
Brunswick, ME 04011
TEL: 729-5536

Rosenberg, Alan I., Communications
56 North Street
Portland, ME 04101
TEL: 772-2423

Ruddy, James
P.O. Box 243
Rockport, ME 04856
TEL: 236-8594

RADIO STATIONS

KISS 100
Washington Avenue
Auburn, ME 04210
TEL: 761-4380

KISS-FM
Buttermilk Road
Ellsworth, ME 04605
TEL: 667-7573

WABI-AM
35 Hildreth Street
Bangor, ME 04401
TEL: 947-8321

WABK-AM/FM
P.O. Box 1280, Northern Avenue
Gardiner, ME 04345
TEL: 582-3303

WAYU-FM
P.O. Box 330
917 Sabattus Street
Lewiston, ME 04240
TEL: 784-6921

WBLM-FM
90 Exchange Street
Portland, ME 04101
TEL: 774-6364

WBLM-FM
187 Washington Street
Lewiston, ME 04240
TEL: 774-6364

WCDG
Lower Main Street
Sanford, ME 04073
TEL: 1-800-772-9224

WCDQ-FM
P.O. Box 631
Sanford, ME 04073
TEL: 324-7271

WCLZ
River Road
Brunswick, ME 04011
TEL: 725-5505

WCME-FM
RR 2, P.O. Box 628
Wiscasset, ME 04578
TEL: 882-7334

WCOU-AM
P.O. Box 330
917 Sabattus Street
Lewiston, ME 04240
TEL: 784-6921

WCXU
Green Ridge Road
Caribou, ME 04736
TEL: 473-7513

WDCS-FM
P.O. Box 610
551 U.S. Route 1
Scarborough, ME 04074
TEL: 883-9596

WDEA-AM
68 State Street
Ellsworth, ME 04605
TEL: 667-9555

WDHP-FM
P.O. Box 312
Presque Isle, ME 04769
TEL: 764-6526

WDME-AM/FM
P.O. Box 357, Guilford Road
Dover-Foxcroft, ME 04426
TEL: 564-2642

WEGP-AM
P.O. Box 1177
Airport Drive Skyway Pk.
Presque Isle, ME 04769
TEL: 768-5141

WERU-FM
Salt Pond Community Broadcasting
2 Neworld Plaza
So. Blue Hill, ME 04614
TEL: 374-2489

WFAU-AM
160 Bangor Street
P.O. Box 307
Augusta, ME 04330
TEL: 623-3878

WEST-AM
P.O. Box 312
Presque Isle, ME 04769
TEL: 764-6526

WGT AM/FM
583 Warren Avenue
Portland, ME 04103
TEL: 775-6321

WGUY-FM
417 Wilson
Brewer, ME 04412
TEL: 989-1501

WHCF-FM
Outer Broadway
Bangor, ME 04401
TEL: 947-2751

WHOM-FM
765 Congress Street
Portland, ME 04102
TEL: 773-0200

WHOU-AM/FM
P.O. Box 40, North Road
Houlton, ME 04730
TEL: 532-6587

WHYR-FM
200 Main Street
Saco, ME 04072
TEL: 283-1116

WHSN-FM
1 College Circle, Peabody Hall
Husson College
Bangor, ME 04401
TEL: 947-0387

WIDE-AM
P.O. Box 667, 124 Main Street
Biddeford, ME 04005
TEL: 282-5121

WIGY-FM
Berry Mills Road
Bath, ME 04530
TEL: 774-7060

WJBQ-AM
P.O. Box 929
Lewiston, ME 04240
TEL: 784-5401

WJTO-AM
Berry Mills Road
Bath, ME 04530
TEL: 774-7060

WKCG-FM
160 Bangor Street
P.O. Box 307
Augusta, ME 04330
TEL: 623-3878

WKIT-AM & FM
417 Wilson Street
Brewer, ME 04412
TEL: 989-1501

WKSQ-FM
P.O. Box 9494
Buttermilk Road
Ellsworth, ME 04605
TEL: 667-7573

WKTJ-AM/FM
P.O. Box 590
Farmington, ME 04938
TEL: 778-3000

WKTQ-AM
P.O. Box 72, 114 Main Street
Norway, ME 04268
TEL: 743-5911

WKXA-AM
River Road
Brunswick, ME 04011
TEL: 725-5505

WKZS-FM
339 Fore Street
Portland, ME 04101
TEL: 772-9022

WKZS-FM
P.O. Box 929
Lewiston, ME 04240
TEL: 784-5401

WKZX-AM
P.O. Box 1251, Washburn Road
Presque Isle, ME 04769
TEL: 764-1950

WLAM-AM
P.O. Box 929
Lewiston, ME 04240
TEL: 784-5401

WLKN-AM/FM
P.O. Box 176, Park Street
Lincoln, ME 04457
TEL: 794-3195

WLOB-AM
779 Warren Avenue
Portland, ME 04103
TEL: 775-1310

WLVC-AM
P.O. Box 447, Tenth Avenue
Madawaska, ME 04756
TEL: 728-4000

WMCM-FM
415 Main Street
Rockland, ME 04841
TEL: 594-8451

WMCS-AM
12 Cooper Street
Machias, ME 04654
TEL: 255-8321

WMGX-FM
200 High Street
Portland, ME 04101
TEL: 774-4561

WMHB
Mayflower Hill Drive
Waterville, ME 04901
TEL: 872-8037

WMLI-AM
7 Main Street
Bangor, ME 04401
TEL: 947-6728

WMME-AM/FM
1 Memorial Circle
Augusta, ME 04330
TEL: 623-4735

WMR-FM
89 Congress Street
Rumford, ME 04276
TEL: 364-3701

WOXO-FM
P.O. Box 72, 114 Main Street
Norway, ME 04268
TEL: 743-5911

WOZI-FM
4 Second Street, P.O. Box 1117
Presque Isle, ME 04769
TEL: 762-5211

WOZW-AM
P.O. Box 1117, 4 Second Street
Presque Isle, ME 04769
TEL: 762-2511

WPBC-FM
27 State Street
Bangor, ME 04401
TEL: 947-3371

WPOR-AM/FM
562 Congress Street
Portland, ME 04101
TEL: 773-8111

WQCB-FM
49 Acme Road
Brewer, ME 04412
TEL: 989-5631

WQDY-AM/FM
281 Main Street
Calais, ME 04619
TEL: 454-7545

WQMR-AM
P.O. Box 159, Middle Road
Skowhegan, ME 04976
TEL: 474-5171

WRBC-FM
Bates College
Lewiston, ME 04240
TEL: 784-9340

WRDO
1 Memorial Circle
Augusta, ME 04330
TEL: 623-4735

WRKD-AM
415 Main Street
Rockland, ME 04841
TEL: 594-8451

WRUM-AM
89 Congress Street
Rumford, ME 04276
TEL: 364-3701

WSJB-FM
Whites Bridge Road
North Windham, ME 04062
TEL: 892-2266

WSJR-AM
P.O. Box 447
Tenth Avenue
Madawaska, ME 04756
TEL: 728-4000

WSME-AM
P.O. Box 631
Sanford, ME 04073
TEL: 324-7271

WSYY-AM/FM
P.O. Box 1240
Millinocket, ME 04462
TEL: 723-9657

WTHT
P.O. Box 10139
Portland, ME 04104
TEL: 797-0780

WTME-AM
P.O. Box 3128, 32 Cook Street
Auburn, ME 04210
TEL: 784-5868

WTMS-FM
P.O. Box 177, Airport Drive
Skyway Park
Presque Isle, ME 04769
TEL: 768-5141

WTOS-FM
P.O. Box 159, Middle Road
Skowhegan, ME 04976
TEL: 474-5171

WTVL-AM/FM
P.O. Box 79, 36 Silver Street
Waterville, ME 04901
TEL: 873-3311

WWFX-AM/FM
50 Columbia Street
Bangor, ME 04401
TEL: 947-7515

WWFX-AM/FM
78 Main Street
Belfast, ME 04915
TEL: 338-2290

WWGT-FM/AM
P.O. Box 6713
583 Warren Avenue
Portland, ME 04103
TEL: 775-6321

WWJT-AM/FM
583 Warren Avenue
P.O. Box 6713
Portland, ME 04103
TEL: 775-6321

WWMJ-FM
68 State Street
Ellsworth, ME 04605
TEL: 667-9555

WYJY-FM
124 Main Street
Biddeford, ME 04005
TEL: 282-5121

WYNZ-AM/FM
P.O. Box 1319
Portland, ME 04104
TEL: 772-9797

WYOU-FM
35 Hildreth Street
Bangor, ME 04401
TEL: 947-8321

WZON-AM
861 Broadway, P.O. Box 921
Bangor, ME 04401
TEL: 942-4656

STOCK PHOTOGRAPHY

Maine Photo Bank
40 Elm Street
Portland, ME 04101
TEL: 773-7645

Hornby, Peter
P.O. Box 99
Ocean Park, ME 04063
TEL: 934-5456

TELEVISION

WABI-TV
35 Hildreth Street
Bangor, ME 04401
TEL: 947-8321

WAGM-TV
P.O. Box 1149, Parkhurst Road
Presque Isle, ME 04769
TEL: 764-4461

WCBB-TV
1450 Lisbon Street
Lewiston, ME 04240
TEL: 783-9101

WCSH-TV
1 Congress Square
Portland, ME 04101
TEL: 772-0181

WGME-TV
Broadcast Center
P.O. Box 1731, Northport Plaza
Portland, ME 04104
TEL: 797-9330

WLBZ-TV
P.O. Box 934, Mt. Hope Avenue
Bangor, ME 04401
TEL: 942-4821

WMTW-TV
119 Middle Street
Portland, ME 04101
TEL: 775-1800

WMTW-TV
99 Danville Corner Road
Auburn, ME 04210
TEL: 782-1800

WPXT-TV 51
2320 Congress Street
Portland, ME 04102
TEL: 774-0051

WVII-TV
371 Target Ind'l Circle
Bangor, ME 04401
TEL: 945-6457

TALENT SERVICES

Gibson Girl Modeling
650 Forest Avenue
Portland, ME 04101
TEL: 772-2638

ONcamera
25 Sherman Street
Portland, ME 04101
TEL: 761-5861

Personality Plus
10 Exchange Street, Room 210
Portland, ME 04101
TEL: 772-3000

Portland Models Group
468 Fore Street
Portland, ME 04101
TEL: 775-0414

TYPESETTING

Ad Shop
53 Court Street
Augusta, ME 04330
TEL: 622-3900

Albison's Print Shop
114 1/2 Bangor Street
Augusta, ME 04330
TEL: 622-1941

Beech Hill Publishing Co.
Forest Avenue
Southwest Harbor, ME 04679
TEL: 244-3931

Black Spruce Type/Graphics
100 Front Street
Bath, ME 04530
TEL: 442-7220

Camden Type'n Graphics
5 Free Street
Camden, ME 04843
TEL: 236-9500

Casco Printing Co.
25 Bradley Drive
Westbrook, ME 04092
TEL: 856-6166

Complete Composition Co.
189 Exchange Street
Bangor, ME 04401
TEL: 942-6730

Copyset
33 East Main Street
South Paris, ME 04281
TEL: 743-6843

Daniels Graphics & Printing
441 Congress Street
Portland, ME 04101
TEL: 773-7123

Display Styles
1 Pleasant Street
Portland, ME 04101
TEL: 761-2979

Edison Press
23 High Street
Sanford, ME 04073
TEL: 324-5410

Fast Type
249 St. John Street
Portland, ME 04102
TEL: 775-5991

Forms By Design
49 Dartmouth Street
Portland, ME 04101
TEL: 773-9530

G & G Laser Typesetting
1030 Congress Street
Portland, ME 04102
TEL: 774-7338

Graphics & Printing
245 Gorham Road
Scarborough, ME 04074
TEL: 883-5194

Graphics North
45 Exchange Street
Portland, ME 04101
TEL: 774-5064

High Resolution
P.O. Box 250
Highland Mill
Camden, ME 04843
TEL: 236-4366

Horvath & Cuthberson
418 Main Street
Rockland, ME 04841
TEL: 594-4534

Hoy Printing Corp.
120 Main Street
Biddeford, ME 04005
TEL: 284-5531

Image Set
2 Vannah Avenue
Portland, ME 04103
TEL: 775-3589

Jiffy Print
499 Broadway
Bangor, ME 04401
TEL: 947-4490

Karl's Copy
23 Central Street
Bangor, ME 04401
TEL: 942-7886

L & L Kern
565 Congress Street, Room 204
Portland, ME 04101
TEL: 871-7277

Lyons Typography
138 South Main Street
Brewer, ME 04412
TEL: 989-4100

Minuteman Express
550 Congress Street
Portland, ME 04101
TEL: 774-5170

Points & Picas Typography
Edgewood Road
Moody, ME 04054
TEL: 646-3936

Portland Typographic Group
10 Exchange Street
Portland, ME 04101
TEL: 775-1054

Printworld
726 Forest Avenue
Portland, ME 04103
TEL: 772-0205

Publishing Services, Inc.
145 Maine Street
Brunswick, ME 04011
TEL: 725-2811

Roberts, F.W. Co.
25 Main Street
Belfast, ME 04915
TEL: 338-5442

Seavey Printing
34 Diamond Street
Portland, ME 04101
TEL: 774-1456

Serif & Sans, Inc.
415 Congress Street
Portland, ME 04101
TEL: 775-5318

Type Casting
949 Brighton Avenue
Portland, ME 04102
TEL: 772-1033

Typeco Inc.
Bayview
Yarmouth, ME 04096
TEL: 846-6186

Type & Design
98 Main Street
Brunswick, ME 04011
TEL: 729-5650

Typefaces
18 Common
Waterville, ME 04901
TEL: 872-5775

The Type Room
5 Milk Street
Portland, ME 04101
TEL: 774-9495

Typespace
11 Central Street
Bangor, ME 04401
TEL: 947-2736

Typestyles
1 Pleasant Street
Portland, ME 04101
TEL: 761-5880

Typeworks
64 Belmont Avenue
Belfast, ME 04915
TEL: 338-4141

X-Press Copy
48 Free Street
Portland, ME 04101
TEL: 775-2444